



# Starbucks Company Profile

## The Starbucks Story

Our story began in 1971. Back then we were a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market.

Today, we are privileged to welcome millions of customers through our doors every day, in more than 17,000 locations in over 50 countries.

## Folklore

Starbucks is named after the first mate in Herman Melville's *Moby Dick*. Our logo is also inspired by the sea – featuring a twin-tailed siren from Greek mythology.

## Starbucks Mission

Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

## Our Coffee

We've always believed in serving the best coffee possible. It's our goal for all of our coffee to be grown under the highest standards of quality, using ethical sourcing practices. Our coffee buyers personally travel to coffee farms in Latin America, Africa and Asia to select the highest quality *arabica* beans. Once these quality beans arrive at our roasting plants, Starbucks experts bring out the balance and rich flavor of the beans through the signature Starbucks Roast™.

## Our Stores

Our stores are a welcoming third place for meeting friends and family, enjoying a quiet moment alone with a book or simply finding a familiar place in a new city.

**Total stores: 17,009 (as of January 2, 2011)**

**8,870 Company-owned**

**8,139 Licensed stores**

## Operating in more than 50 countries

Argentina, Aruba, Australia, Austria, Bahamas, Bahrain, Belgium, Brazil, Bulgaria, Canada, Chile, China, Cyprus, Czech Republic, Denmark, Egypt, El Salvador, England, France, Germany, Greece, Hong Kong, Hungary, Indonesia, Ireland, Japan, Jordan, Kuwait, Lebanon, Malaysia, Mexico, New Zealand, Netherlands, Northern Ireland, Oman, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Scotland, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States and Wales.

## Our Partners

We offer the finest coffees in the world, grown, prepared and served by the finest people. Our employees, who we call partners, are at the heart of the *Starbucks Experience*.

Our store partners are committed to coffee knowledge, product expertise and customer service.

We believe in treating our partners with respect and dignity. We are proud to offer two landmark programs for our partners: comprehensive health coverage for eligible full- and part-time partners and equity in the company through our *Bean Stock* program.

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## Our Products

**Coffee:** More than 30 blends and single-origin premium *arabica* coffees.

**Handcrafted Beverages:** Fresh-brewed coffee, hot and iced espresso beverages, coffee and non-coffee blended beverages, Vivanno™ smoothies and Tazo® teas.

**Merchandise:** Coffee- and tea-brewing equipment, mugs and accessories, packaged goods, music, books and gift items.

**Fresh Food:** Baked pastries, sandwiches, salads, oatmeal, yogurt parfaits and fruit cups.

**Consumer Products:** Products in 13 countries (Austria, Canada, China, Denmark, Germany, Ireland, Japan, Korea, Mexico, Norway, Spain, UK and U.S.) in three categories:

- **Coffee and Tea:** Whole bean and ground (Starbucks and Seattle's Best Coffee brands), Starbucks VIA® Ready Brew, Tazo® tea filterbags and tea latte concentrates.
- **Ready-to-Drink (RTD):** Starbucks® bottled Frappuccino® coffee drinks, Starbucks Discoveries® chilled cup coffees, Starbucks Doubleshot® espresso drinks, Starbucks Doubleshot® Energy+Coffee drinks, Seattle's Best Coffee® Iced Lattes, Tazo® bottled iced and juiced teas.
- **Starbucks® Ice Cream:** Super-premium coffee and coffee-free flavors.

## Brand Portfolio

Starbucks Coffee, Seattle's Best Coffee, Tazo Tea, and Torrefazione Italia Coffee.

## Investor Information

- Starbucks went public on June 26, 1992 at a price of \$17 per share (or \$0.53 per share, adjusted for subsequent stock splits) and closed trading that first day at \$21.50 per share.
- Starbucks was incorporated under the laws of the State of Washington, in Olympia, Washington, on Nov. 4, 1985.
- Starbucks Corporation's common stock is listed on NASDAQ, under the trading symbol SBUX.

## Being a Responsible Company

We are committed to doing business responsibly and conducting ourselves in ways that earn the trust and respect of our customers, partners and neighbors. We call this Starbucks™ Shared Planet™ – our commitment to doing business responsibly.

**Ethical Sourcing:** We've developed strong, long-term relationships with farmers all over the world that help ensure we are able to buy the high-quality coffee our customers expect from us. It's our goal that by 2015, all of our coffee will be grown using ethical trading and responsible growing practices.

**Environmental Stewardship:** We share our customers' commitment to the environment. And we believe in the importance of caring for our planet and encouraging others to do the same. It is our goal that by 2015, 100% of our cups will be reusable or recyclable. We will also work to significantly reduce our environmental footprint through energy and water conservation, recycling and green construction.

**Community Involvement:** From the neighborhoods where our stores are located to the ones where our coffee is grown – we believe in being involved in the communities we're a part of. Bringing people together, inspiring change and making a difference in people's lives – it's all part of being a good neighbor. By 2015, we plan to contribute one million volunteer hours each year to our communities.

## Website

[www.starbucks.com](http://www.starbucks.com)