



# Starbucks Company Timeline

- 1971 Starbucks opens first store** in Seattle's Pike Place Market.
- 1982 Howard Schultz joins Starbucks** as director of retail operations and marketing. Starbucks begins providing coffee to fine restaurants and espresso bars.
- 1983 Howard travels to Italy**, where he's impressed with the popularity of espresso bars in Milan. He sees the potential to develop a similar coffeehouse culture in Seattle.
- 1984 Howard convinces the founders of Starbucks to test the coffeehouse concept** in downtown Seattle, where the first Starbucks® Caffè Latte is served. This successful experiment is the genesis for a company that Schultz founds in 1985.
- 1985 Howard founds Il Giornale**, offering brewed coffee and espresso beverages made from Starbucks® coffee beans.
- 1987 Il Giornale acquires Starbucks assets** with the backing of local investors and changes its name to Starbucks Corporation. Opens in Chicago and Vancouver, Canada.  
**Total stores\*:** 17
- 1988 Offers full health benefits** to eligible full- and part-time employees.  
**Total stores:** 33
- 1989 Total stores:** 55
- 1990 Starbucks expands headquarters** in Seattle.  
**Total stores:** 84
- 1991 Becomes the first privately owned U.S. company to offer a stock option program** that includes part-time employees.  
**Opens first licensed airport store** at Seattle's Sea-Tac International Airport.  
**Total stores:** 116
- 1992 Completes initial public offering (IPO)**, with common stock being traded on the NASDAQ National Market under the trading symbol SBUX.  
**Total stores:** 165
- 1993 Opens roasting plant** in Kent, Wash.  
**Announces first two-for-one stock split.**  
**Total stores:** 272
- 1994 Total stores:** 425
- 1995 Begins serving Frappuccino®** blended beverages.  
**Introduces Starbucks® super-premium ice cream.**  
**Announces second two-for-one stock split.**  
**Opens roasting facility** in York, Pa.  
**Total stores:** 677
- 1996 Begins selling bottled Frappuccino®** coffee drink through North American Coffee Partnership (Starbucks and Pepsi-Cola North America).  
**Opens stores in:** Japan (first store outside of North America) and Singapore.  
**Total stores:** 1,015
- 1997 Establishes The Starbucks Foundation**, benefiting local literacy programs.  
**Opens stores in:** the Philippines.  
**Total stores:** 1,412
- 1998 Acquires Tazo**, a tea company based in Portland, Ore.  
**Extends the Starbucks brand into grocery channels** across the U.S.  
**Launches Starbucks.com.**  
**Opens stores in:** Malaysia, New Zealand, Taiwan, Thailand and U.K.  
**Total stores:** 1,886
- 1999 Partners with Conservation International** to promote sustainable coffee-growing practices.  
**Acquires Hear Music**, a San Francisco-based music company.  
**Announces third two-for-one stock split.**  
**Opens stores in:** China, Kuwait, Lebanon and South Korea.  
**Total stores:** 2,498
- 2000 Howard Schultz transitions to chairman and chief global strategist, Orin Smith promoted to president and chief executive officer.**  
**Establishes licensing agreement with TransFair USA** to sell Fairtrade certified coffee in U.S. and Canada.  
**Opens stores in:** Australia, Bahrain, Hong Kong, Qatar, Saudi Arabia and United Arab Emirates.  
**Total stores:** 3,501

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- 2001** Introduces ethical coffee-sourcing guidelines developed in partnership with Conservation International.  
**Introduces the Starbucks Card**, an innovative stored-value card for customers to use and reload.  
**Announces fourth two-for-one stock split.**  
**Opens stores in:** Austria and Switzerland.  
**Total stores:** 4,709
- 2002** Starbucks enters into licensing agreements with national Fair Trade organizations to sell Fairtrade certified coffee in the countries where Starbucks does business.  
**Establishes Starbucks Coffee Trading Company (SCTC)** in Lausanne, Switzerland.  
**Opens stores in:** Germany, Greece, Indonesia, Mexico, Oman, Puerto Rico and Spain.  
**Total stores:** 5,886
- 2003** Acquires Seattle Coffee Company, which includes Seattle's Best Coffee and Torrefazione Italia coffee brands.  
**Opens roasting facility** in Carson Valley, Nev., and Amsterdam, Netherlands.  
**Opens stores in:** Chile, Cyprus, Peru and Turkey.  
**Total stores:** 7,225
- 2004** Opens first Farmer Support Center in San Jose, Costa Rica.  
**Releases Ray Charles, Genius Loves Company CD** through a collaboration with Concord Records.  
**Introduces Starbucks Coffee Master Program .**  
**Opens stores in:** France.  
**Total stores:** 8,569
- 2005** Jim Donald becomes president and chief executive officer to replace retiring Orin Smith.  
**Acquires Ethos Water.**  
**Announces fifth two-for-one stock split.**  
**Opens stores in:** Bahamas, Ireland and Jordan.  
**Total stores:** 10,241
- 2006** Launches the industry's first paper beverage cup containing post-consumer recycled fiber, saving more than 75,000 trees each year.  
**Opens stores in:** Brazil and Egypt.  
**Total stores:** 12,440
- 2007** Eliminates all artificial trans fat and makes 2 percent milk the new standard for espresso beverages in all U.S. stores as part of commitment to health and wellness.  
**Opens stores in:** Romania and Russia.  
**Total stores:** 15,011
- 2008** Chairman Howard Schultz returns as chief executive officer.  
**Acquires Coffee Equipment Company** and its Clover® brewing system.  
**Launches My Starbucks Idea**, Starbucks first online community.  
**Announces Starbucks™ Shared Planet™**, the company's long-term commitment to conducting business responsibly. Expands partnership with Conservation International for work on ethical sourcing and climate change.  
**Launches Pike Place Roast™\*\***, which quickly becomes Starbucks top-selling coffee .  
**Opens stores in:** Argentina, Bulgaria, Czech Republic and Portugal.  
**Total stores:** 16,680
- 2009** Launches Starbucks VIA™ Ready Brew Coffee.  
**Opens East Africa Farmer Support Center** in Kigali, Rwanda.  
**Starbucks partners with (RED)™ to help save lives in Africa.**  
**Starbucks named on of the most engaged brand in social media.** Launches myStarbucks and Starbucks Card iPhone apps and Starbucks Card Mobile payment.  
**Opens stores in:** Poland and Aruba.  
**Total stores:** 16,635
- 2010** Expands digital offerings for customers with free unlimited Wi-Fi, Starbucks Digital Network in U.S. stores.  
**Seattle's Best Coffee reinvents** business strategy to extend brand's reach.  
**Expands coffee offerings** with ultra-premium Starbucks Reserve™ line and Starbucks® Natural Fusions, the first nationally-branded naturally-flavored packaged coffee  
**Announces first Asia Farmer Support Center** in Yunnan Province, China.  
**Opens stores in:** Hungary and El Salvador.  
**Total stores:** 16,858

\* All store counts reflect end of fiscal year for company-owned stores

\*\* (Pike Place is a trademark of the Pike Place Market PDA, used under license).