



COMPANY FACT SHEET February 2008

FOUNDED

1971 in Seattle's Pike Place Market. Original name of company was Starbucks Coffee, Tea and Spices, later changed to Starbucks Coffee Company.

FOLKLORE

Starbucks is named after the first mate in Herman Melville's *Moby Dick*.

MISSION STATEMENT

To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles as we grow.

GUIDING PRINCIPLES

- Provide a great work environment and treat each other with respect and dignity.
- Embrace diversity as an essential component in the way we do business.
- Apply the highest standards of excellence to the purchasing, roasting and fresh delivery of our coffee.
- Develop enthusiastically satisfied customers all of the time.
- Contribute positively to our communities and our environment.
- Recognize that profitability is essential to our future success.

PRODUCTS

- **Coffee:** More than 30 blends and single-origin coffees.
- **Handcrafted Beverages:** Fresh-brewed coffee, hot and iced espresso beverages, coffee and non-coffee blended beverages, and Tazo® teas.
- **Merchandise:** Assorted home espresso machines, coffee brewers and grinders, a line of premium chocolate, coffee mugs and coffee accessories, and a variety of gift items.
- **Fresh Food:** Baked pastries, sandwiches and salads.
- **Starbucks Entertainment:** A selection of the best in music, books and film from both emerging and established talent, offering Starbucks customers the opportunity to discover quality entertainment in a fun, convenient way.
- **Global Consumer Products:** Line of bottled Starbucks Frappuccino® beverages, Starbucks Discoveries® chilled cup coffee (in Japan, Taiwan and Korea), Starbucks DoubleShot® espresso drinks, Starbucks® Iced Coffee, whole bean coffee and Tazo® teas at grocery, Starbucks™ Coffee Liqueurs and a line of superpremium ice creams.
- **Starbucks Card:** Starbucks Card, a reloadable stored-value card, surpassed the \$2.5 billion mark for total activations and reloads since its introduction in 2001. Due to its success in the U.S. and Canada, the Starbucks Card global program has been launched in other international markets, including Mexico, Hong Kong, Australia, Thailand, Greece and the United Kingdom. Other markets (Japan, Taiwan and Spain) have a stand-alone Starbucks Card program, specific to their market.
- **Brand Portfolio:** Starbucks Entertainment, Starbucks Hear Music, Tazo, Ethos water, Seattle's Best Coffee and Torrefazione Italia Coffee.

PARTNER (EMPLOYEE) BENEFITS

Eligible full- and part-time partners qualify for a comprehensive benefits package that includes stock option grants through *Bean Stock*, Starbucks company-wide stock option plan, as well as health, medical, dental and vision benefits. In addition, all Starbucks partners have a chance to experience and learn more about our coffees and teas through their "partner markup." Each week every partner receives, free of charge, one pound of coffee, one box of Tazo® tea, or one of several other coffee or tea products.

GLOBAL ALLIANCES

Ahold, Apple, Aramark, Barnes & Noble, Borders, CARE, Chapters, Chase VISA USA, Compass, Conservation International, Dong Suh Foods, Dreyer's Grand Ice Cream, Fortune Brands, Hilton, HMSHost, Horizon Air, Hyatt Hotels, Intrawest, Jim Beam, Johnson Development Corp., Kraft Foods, Kroger, Marriott, PepsiCo, President's Group, Radisson, Royal Bank Canada, Safeway, Sodexo, Starwood Hotels, Suntory, SUPERVALU, SYSCO, Target, T-Mobile, The Hershey's Company, TransFair Canada, TransFair USA, United Airlines and Westin.

WEBSITE

www.starbucks.com

INVESTOR INFORMATION

- Starbucks went public on June 26, 1992 at a price of \$17 per share (or \$0.53 per share, adjusted for our five, two-for-one, subsequent stock splits) and closed trading that first day at \$21.50 per share (or \$0.67 per share, on a split-adjusted basis.)
- Starbucks was incorporated under the laws of the State of Washington, in Olympia, Washington on November 4, 1985.
- Starbucks Corporation's Common Stock is traded on Nasdaq, under the trading symbol SBUX.

UNITED STATES STORES

50 states, plus the District of Columbia.

7,087 Company-operated stores.

4,081 Licensed stores.

INTERNATIONAL STORES

43 countries outside the United States.

Company-operated: 1,796 stores, including company-operated, in Australia, Canada, Chile, China (Northern China, Southern China), Germany, Ireland, Puerto Rico, Singapore, Thailand and the United Kingdom.

Joint Venture and Licensed stores: 2,792 in Austria, Bahamas, Bahrain, Brazil, Canada, China (Shanghai/Eastern China), Cyprus, Czech Republic, Denmark, Egypt, France, Greece, Hong Kong, Indonesia, Ireland, Japan, Jordan, Kuwait, Lebanon, Macau S.A.R., Malaysia, Mexico, the Netherlands, New Zealand, Oman, Peru, Philippines, Qatar, Romania, Russia, Saudi Arabia, South Korea, Spain, Switzerland, Taiwan, Turkey, United Arab Emirates and the United Kingdom.

CORPORATE SOCIAL RESPONSIBILITY

At Starbucks, we strive to be a great enduring company by championing business practices that help produce social, environmental and economic benefits for the communities in which we operate. Starbucks focuses its efforts on providing a great work environment for our partners (employees); making a positive contribution to our communities; working with coffee farmers to help ensure their long-term success and minimizing our environmental impact.

In fiscal 2006, we:

- Provided 4.9 million hours of training for our store partners.
- Donated \$36.1 million in cash and products.
- Volunteered 383,000 hours in our communities through our volunteer program *Make Your Mark*.
- Paid an average price of \$1.42 per pound of green (unroasted) coffee, including those purchased from approved suppliers through our own set of social and environmental guidelines for producing, processing and buying coffee (C.A.F.E. Practices) and Fair Trade cooperatives.
- Quadrupled our renewable energy purchase to equal 20 percent of the energy used in our company-operated stores in the U.S. and Canada.
- Introduced the first-ever paper cup made with 10 percent post-consumer recycled fiber which reduced our wood use by 11,300 tons – the equivalent of 78,000 trees – in the first year alone.
- Recycled in 79 percent of our U.S. and Canada stores where we control waste and recycling.

For more information contact Global Communications at (206) 318-7100 or visit us online at www.starbucks.com.