



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 16,000 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 is 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 trading and responsible growing 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 16,706 (as of Dec. 27, 2009)

8,850 Company-operated stores.

7,856 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, France, Germany, Greece, Hong Kong, Indonesia, Ireland, Japan, Jordan, Korea, Kuwait, Lebanon, Malaysia, Mexico, New Zealand, Netherlands, Northern Ireland, Oman, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Scotland, Singapore, Spain, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States and Wales.



Company Profile

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 in the form of stock options.

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

Home espresso machines, coffee brewers and grinders, coffee mugs and accessories, packaged goods, music, books and gift items.

Fresh Food

Baked pastries, sandwiches, salads, oatmeal, yogurt parfaits and fruit cups.

Consumer Products

VIA™ Ready Brew coffee, 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 and a line of super-premium ice creams.

Brand Portfolio

Tazo tea, Ethos water, Seattle's Best Coffee and Torrefazione Italia Coffee.



Company Profile

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 November 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. Within this, we have identified three areas of focus: ethical sourcing, environmental stewardship and community involvement.

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