



Company Profile

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 connect with millions of customers every day in more than 40,000 coffeehouses.

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.

OUR COFFEE

We've always believed in serving the finest coffee possible. It's our goal for all 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 high-quality *Arabica* beans. And our master roasters bring out the balance and rich flavor of the beans through the signature Starbucks® Roast.

OUR COFFEEHOUSES

Our coffeehouses are a neighborhood gathering place for meeting friends and family. Our customers enjoy quality service, an inviting atmosphere and an exceptional beverage in our stores and immersive Starbucks Reserve® Roastery locations in Chicago, Milan, New York, Shanghai and Tokyo.

40,000+ STORES IN 89 MARKETS

Andorra, Argentina, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Barbados, Belgium, Bolivia, Brazil, Brunei, Bulgaria, Cambodia, Canada, Cayman Islands, Chile, China, Colombia, Costa Rica, Curacao, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, England, El Salvador, Finland, France, Germany, Greece, Guyana, Guatemala, Honduras, Hungary, Iceland, India, Indonesia, Ireland, Italy, Japan, Jamaica, Jordan, Kazakhstan, Kuwait, Laos, Lebanon, Luxembourg, Malaysia, Malta, Mexico, Monaco, Morocco, Netherlands, New Zealand, Northern Ireland, Norway, Oman, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Romania, Saudi Arabia, Scotland, Serbia, Singapore, Slovakia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Trinidad and Tobago, Turks and Caicos, Turkey, United Arab Emirates, United States, Uruguay, Vietnam and Wales.

OUR PARTNERS

Our employees, who we call partners, are at the heart of the *Starbucks Experience*. We seek to create an elevated partner experience around the world through thoughtful and intentional investments rooted in partner feedback and experiences. Our industry-leading benefits include comprehensive health coverage for eligible full- and part-time partners; equity in the company through Bean Stock; and the opportunity for eligible U.S. partners to earn bachelor's degrees with full tuition reimbursement through the Starbucks College Achievement Plan.

OUR PRODUCTS

Starbucks offers a range of exceptional products that customers enjoy in our stores, at home, and on-the-go.

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

Handcrafted Beverages: Fresh-brewed coffee, hot and iced espresso beverages, teas, Starbucks® Cold Brew, Frappuccino® blended beverages, and Starbucks Refreshers® beverages.

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Fresh Food: Breakfast sandwiches, egg bites and wraps, baked pastries, sandwiches, protein boxes, oatmeal, yogurt and snacks.

Consumer Products

- **Coffee and Tea:** Whole-bean and ground coffee, Starbucks VIA® Instant, Starbucks® Coffee K-Cup® pods, Starbucks® by Nespresso.
- **Ready-to-Drink (RTD):** Starbucks® bottled Frappuccino® coffee drinks, Starbucks Doubleshot® Espresso and Energy drinks; Starbucks® bottled Cold Brew and Iced Coffee; Starbucks Refreshers® beverages, Teavana® craft iced teas, Starbucks Iced Energy.

Brand Portfolio

Starbucks Coffee, Teavana and Ethos Water.

STARBUCKS MISSION

Our Mission: To be the premier purveyor of the finest coffee in the world, inspiring and nurturing the human spirit — one person, one cup and one neighborhood at a time.

INVESTOR INFORMATION

- Starbucks went public on June 26, 1992 at a price of \$17 per share (or \$0.27 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, Wash., on Nov. 4, 1985.
- Starbucks Corporation's common stock is listed on NASDAQ, under the trading symbol SBUX.