



SEPTEMBER 2024

BACK TO STARBUCKS BEGINS

Starbucks announced plans to refocus on creating welcoming coffeehouses centered on great coffee, skilled baristas and meaningful customer connection.



OCTOBER 2024

INVESTING IN PARTNERS

Expanded staffing in thousands of coffeehouses, strengthened benefits and committed to creating more opportunities for partners to grow their careers.



JANUARY 2025

REIMAGINED THE COFFEEHOUSE EXPERIENCE

Brought back ceramic mugs, free refills and condiment bars, and introduced standards to make coffeehouses a more welcoming experience for customers who choose to sit and stay.



FEBRUARY 2025

REINTRODUCED STARBUCKS TO THE WORLD

The ad “Hello Again” marked the return of brand-building marketing focused on coffee, community and connection while setting the foundation for a more visible, culturally relevant Starbucks.



JUNE 2025

UNVEILED THE COFFEEHOUSE OF THE FUTURE

Introduced a new vision for Starbucks coffeehouses and announced plans for coffeehouse uplifts to come including softer seating, warmer colors and textures and more.



JUNE 2025

CELEBRATING COFFEE CRAFT

Hosted the first Starbucks Global Barista Championship and reinforced Starbucks commitment to coffee expertise and partner craft.





AUGUST 2025

BROUGHT CUSTOMER SERVICE BACK TO THE CENTER

Green Apron Service rolls out nationwide, scaling an operating model focused on hospitality, consistency and customer connection. The approach gives baristas more time, tools and support to focus on craft and creating a welcoming coffeehouse experience.



SEPTEMBER 2025

CREATING NEW REASONS TO VISIT STARBUCKS

Introduced Protein Lattes and Protein Cold Foam and expanded innovation designed to meet changing customer tastes and routines.



NOVEMBER 2025

DELIVERED A RECORD-BREAKING HOLIDAY LAUNCH

Customers showed up in record numbers, driving the biggest sales day in Starbucks history in North America.



JANUARY 2026

LAUNCHED A NEW CORE MENU LINEUP

Starbucks introduced new beverages and food offerings, featuring globally inspired flavors, expanded matcha choices and new ingredients such as coconut and ube.



MARCH 2026

REIMAGINED STARBUCKS REWARDS

Introduced new membership tiers, expanded benefits and more ways for customers to engage with Starbucks.



Hello again! ☆
☆





APRIL 2026

ACCELERATING BEVERAGE INNOVATION

Introduced Energy Refreshers and expanded menu innovation, creating more personalized experiences and new reasons for customers to choose Starbucks throughout the day.



APRIL 2026

RECOGNIZED FOR CAREER GROWTH

Named an Overall Platinum Employer by the American Opportunity Index, recognizing Starbucks commitment to career growth and opportunity for partners, such as the goal of growing 90% of leaders from within the company.



APRIL 2026

MORE WAYS TO REWARD HOURLY PARTNERS

Introduced the opportunity for green apron partners to earn a quarterly Best of Starbucks Reward, worth up to \$1,200 a year. Also introduced expanding tipping options for customers and weekly pay for partners.



MAY 2026

20,000 ASU GRADUATES — AND COUNTING

The Starbucks College Achievement plan offers 100% upfront tuition coverage for a bachelor's degree at Arizona State University. A further 25,000 partners are currently enrolled.



JUNE 2026

EXPANDED SUPPORT FOR COFFEEHOUSE LEADERS

Rolled out Coffeehouse Coaches nationwide, providing additional leadership support and thousands of career opportunities to support running great coffeehouses.



JULY 2026

RANKED #1 FOR OVERALL HOURLY BENEFITS VALUE

Aon analysis ranked Starbucks first in overall hourly benefits value, compared to more than 60 U.S. retail companies.





JULY 2026

EXPANDING COFFEEHOUSE UPLIFTS

Brought warmer, more welcoming coffeehouses to hundreds of communities, surpassing 1,000 uplifted locations across the U.S. and Canada.



JULY 2026

CONTINUING TO BUILD MOMENTUM

Delivered fourth consecutive quarter of positive global comp sales growth in Q3 FY26, increasing 7.9% globally and 8.1% in North America year-over-year.



AUGUST 2026

STRENGTHENING STARBUCKS FANDOM

From the return of the Unicorn Frappuccino to continued innovation, seasonal moments and merchandise, Starbucks showed up in culture with confidence and created new excitement for customers.



SEPTEMBER 2026

DELIVERED THE STRONGEST FALL LAUNCH IN STARBUCKS HISTORY

Partners welcomed customers back for a record-setting start to fall, demonstrating the continued momentum of Back to Starbucks.

