



# COMPANY FACT SHEET August 2006

## FOUNDED

1971 in Seattle's Pike Place Market

## 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:** An exclusive line of Starbucks Barista® home espresso machines, coffee brewers and grinders, a line of premium chocolate, coffee mugs and coffee accessories, compact discs and assorted gift items.
- **Fresh Food:** Baked pastries prepared daily, sandwiches, and salads.
- **Global Consumer Products:** Line of bottled Starbucks Frappuccino® coffee drinks, Starbucks DoubleShot® espresso drinks, Starbucks® Iced Coffee drinks, whole bean coffees and Tazo® teas at grocery, Starbucks™ Liqueurs, and a line of superpremium ice creams.
- **Starbucks Card:** Starbucks Card, a reloadable stored-value, surpassed the \$1 billion mark for total activations and reloads since its introduction in 2001. With more than 77 million cards activated to date, the Starbucks Card has continued to grow as a percentage of tender used in Starbucks retail stores. Due to its success in the U.S. and Canada, Starbucks Card programs have launched in other international markets, including Japan, Germany, Greece, Spain, Taiwan, Australia and Thailand.
- **Brand Portfolio:** Starbucks Entertainment, Tazo® Tea, 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.

## NORTH AMERICAN ALLIANCES

Pepsi-Cola Company, Dreyer's Grand Ice Cream, Kraft Foods Inc., CARE, Conservation International, Johnson Development Corp., Albertsons Inc., Horizon Air, HMSHost, Barnes & Noble, United Airlines, Starwood Hotel, Chapters Inc., Safeway Inc., Marriott International Inc., Hyatt Hotels Corporation, Aramark, Compass, Sodexo, TransFair USA, SYSCO, HP, T-Mobile, TransFair Canada, White Wave, Inc., Chase VISA USA, Royal Bank Canada, Hilton, Intranswest, Wyndham, Target, Kroger, Ahold, Fortune Brands, XM Satellite Radio, Borders, Westin and Radisson.

## WEBSITE

Starbucks.com

## UNITED STATES LOCATIONS

50 states, plus the District of Columbia  
5,393 Company-operated coffeehouses  
2,952 licensed locations

## INTERNATIONAL LOCATIONS

36 countries outside of the United States

**Company-operated:** 1,357 coffeehouses, including Company-operated, in Australia, Canada, Chile, China, Germany, Ireland, Singapore, Southern China, Thailand, the United Kingdom, Hawaii and Puerto Rico  
**Joint Venture and Licensed locations:** 2,082 in Austria, Bahrain, Beijing, Canada, Cyprus, France, Greece, Hong Kong, Indonesia, Japan, Jordan, Kuwait, Lebanon, Macau S.A.R., Malaysia, Mexico, New Zealand, Oman, People's Republic of China (Shanghai/Eastern China), Peru, Philippines, Qatar, Saudi Arabia, South Korea, Spain, Switzerland, Taiwan, Turkey, Bahamas and United Arab Emirates

## CORPORATE SOCIAL RESPONSIBILITY

At Starbucks, we strive to become a great, enduring company by championing business practices that produce social, environmental and economic benefits for Starbucks communities globally. Starbucks focuses its efforts on improving social and economic conditions for coffee farmers; minimizing our environmental impact; making a positive contribution in the communities where we do business; and providing a great work environment for our partners (employees).

In fiscal 2005 partners and customers volunteered nearly 300,000 hours through Starbucks Make Your Mark, a program that matches volunteer hours with cash contributions to designated nonprofits — \$10 for every hour, up to \$1,000 per project. As a result, last year Starbucks contributed more than \$1.4 million to nonprofit organizations through Make Your Mark.

In an effort to reduce its environmental footprint on the planet, Starbucks is addressing three high-impact areas: sourcing of coffee, tea and paper; transportation of people and products; and store design and operations (energy, water, waste reduction and recycling). In recognition of these environmental efforts, in 2004 Starbucks received the first EnviroStars-Recognized Leader Award for its environmental leadership within the local Seattle community.

Starbucks has developed relationships with organizations that support the people and places that grow our coffee and tea, such as Conservation International, CARE, Save the Children and the African Wildlife Foundation.

In September 2004 Starbucks entered into a partnership with the United States Agency for International Development (USAID) and Conservation International (CI) to create the Conservation Coffee Alliance. The Alliance seeks to improve the livelihoods of small-scale coffee farmers by promoting private-sector approaches within the coffee industry that are environmentally sensitive, socially responsible and economically viable.

In 2004 Starbucks was named to the FTSE4Good Index Series, a group of real-time indices designed to reflect the performance of socially responsible public companies, and Starbucks was selected as a component of the Dow Jones Sustainability World Index for the fifth time. Starbucks was also recognized for its overall performance in environmental and social issues with an "A" sustainability rating from Zurcher Kantonbank, an environmental social research group.

In January 2005, the World Environment Center (WEC) selected Starbucks to receive its 21st Annual Gold Medal for International Corporate Achievement in Sustainable Development. The award is recognition for Starbucks development of Coffee and Farmer Equity (C.A.F.E.) Practices, a set of environmentally, socially and economically responsible coffee-buying guidelines. C.A.F.E. Practices were created in conjunction with Conservation International and are designed to promote mutually beneficial relationships with coffee farmers while placing an emphasis on coffee quality, environmental conservation and supply chain transparency.

## SENIOR OFFICERS

Howard Schultz	<i>chairman</i>
Jim Donald	<i>president and chief executive officer</i>
Martin Coles	<i>president, Starbucks Coffee International</i>
Jim Alling	<i>president, Starbucks Coffee U.S.</i>
Paula Boggs	<i>evp, general counsel and secretary</i>
Michael Casey	<i>evp, chief financial officer; chief administrative officer</i>
Dorothy Kim	<i>evp, Supply Chain Operations</i>
David Pace	<i>evp, Partner Resources</i>
Troy Alstead	<i>svp, Finance</i>
Cliff Burrows	<i>svp, president, Europe, Middle East and Africa</i>
Brian Crynes	<i>svp, chief information officer</i>
Christine Day	<i>svp and president, Asia Pacific</i>
Michelle Gass	<i>svp, Category Management</i>
Margie Giuntini	<i>svp, Partner Resources, U.S. Business</i>
Julio Gutiérrez	<i>svp, New Markets, Starbucks Coffee International</i>
Willard (Dub) Hay	<i>svp, Coffee and Global Procurement</i>
Buck Hendrix	<i>svp and president, Latin America</i>
Wanda Herndon	<i>svp, Company advisor</i>
Gregg Johnson	<i>svp, Global Business Systems Solutions</i>
Chet Kuchinad	<i>svp, Total Pay</i>
David Landau	<i>svp, deputy general counsel and chief compliance officer</i>
Katharine Lindemann	<i>svp, Store Operations Services</i>
Mark Lindstrom	<i>svp, Western Division</i>
Kenneth Lombard	<i>svp and president, Starbucks Entertainment</i>
Gerardo Lopez	<i>svp and president, Global Consumer Products</i>
Colin Moore	<i>svp and president, Starbucks Coffee Canada</i>
Dave Olsen	<i>svp, Culture and Leadership Development</i>
Anne Saunders	<i>svp, Global Brand Strategy and Communications</i>
Matt Sikes	<i>svp, North America Finance</i>
Launi Skinner	<i>svp, Store Development</i>
Richard Soderberg	<i>svp, Global Manufacturing Operations</i>
Mike Stafford	<i>svp, Organization and Partner Development</i>
Marc Stolzman	<i>svp, Finance and Business Development, Starbucks Coffee International</i>
Sandra Taylor	<i>svp, Corporate Social Responsibility</i>
Paul Twohig	<i>svp, Eastern Division</i>
Jinlong Wang	<i>svp and president, Greater China</i>
Mark Wesley	<i>svp, Real Estate/Store Development, Starbucks Coffee International</i>

FOR MORE INFORMATION contact **Global Communications** at (206) 318-7100 or visit us online at **Starbucks.com**.

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