



# Starbucks Mastrena™ Espresso Machine Fact Sheet

July 2008



In May, Starbucks began to install Mastrena™ Espresso Machines in U.S. stores and in select international stores. Customers receive the best beverages made from some of the highest-quality ingredients as well as the superior shot quality from baristas using the Mastrena. Its reduced height and ease of use encourages baristas to connect with customers for personal, immediate interaction and service. The Mastrena is a central part of Starbucks promise to customers: Your drink should be perfect every time. If it's not, let us know and we'll make it right.

## Mastrena Coming to a Store Near You

As part of Starbucks investment in delivering a world-class in-store experience, we plan an aggressive rollout this year. The Mastrena made its U.S. debut at Starbucks historic downtown Seattle store at 2<sup>nd</sup> and Madison in May 2008. By the end of the year, 30 percent of U.S. company-operated stores will have a Mastrena and 75 percent will have a Mastrena by the end of 2010. Additionally, new international stores will receive the Mastrena starting in the summer of 2008, the first being Argentina. Mastrena will eventually be the sole espresso machine installed in all new stores.

## Starbucks Focus on the Customer

There are several critical features that enhance the in-store experience for our customers. One of the most important is the interaction between barista and customer. The Mastrena was developed with a reduced height so baristas can now connect visually with customers for more personal, immediate interaction and service.

## Cutting-Edge Technology from Switzerland

Enhancing the in-store experience goes beyond exceptionally trained and passionate partners. It also means providing the latest in innovation and technology. The Mastrena was developed jointly by coffee experts, engineers and partners from Starbucks and a manufacturer, who spent five years creating a product exclusive for Starbucks.



Mastrena provides a world-class espresso shot brewing each espresso shot between 18-23 seconds and serving it right away to our customers. Other features of Mastrena include espresso shot quality and fresh milk steaming quality in smaller steaming pitchers; embedded shot timer and return to 18-23 second time standard makes it easier to ensure highest-quality shot; every shot is monitored, every time; non-stick steaming wand; grind calibration on the outside of machine makes espresso quality easier to manage.

## Commitment to Customization

The machine is easier for our partners to use and provides many more options for milk steaming, supporting customization – my drink, my way, every time – guaranteed. Starbucks new espresso machine enhances baristas' ability to deliver customers beverages exactly how they want them. As part of Starbucks Espresso Excellence training in February, U.S. partners pledged their commitment to upholding the uncompromising standards and quality that have made Starbucks the world's coffee leader – this is known as the “Starbucks Promise.” Since then, all newly hired baristas receive four hours of Espresso Excellence training focused on learning the skills of brewing the perfect shot, drink recipes and quality standards.

## For More Information

If you have questions or need more information, you may visit Starbucks.com. For news media, please contact us at (206) 318-7100 or [press@starbucks.com](mailto:press@starbucks.com).