Starbucks Company Timeline

1971  Starbucks opens first store in Seattle’s Pike Place Market.

1982  Howard Schultz joins Starbucks as director of retail operations and marketing. Starbucks begins providing coffee to fine restaurants and espresso bars.

1983  Howard travels to Italy, where he’s impressed with the popularity of espresso bars in Milan. He sees the potential to develop a similar coffeehouse culture in Seattle.

1984  Howard convinces the founders of Starbucks to test the coffeehouse concept in downtown Seattle, where the first Starbucks® Caffè Latte is served. This successful experiment is the genesis for a company that Schultz founds in 1985.

1985  Howard founds Il Giornale, offering brewed coffee and espresso beverages made from Starbucks® coffee beans.

1987  Il Giornale acquires Starbucks assets with the backing of local investors and changes its name to Starbucks Corporation. Opens in Chicago and Vancouver, Canada.
Total stores*: 17

1988  Offers full health benefits to eligible full- and part-time employees.
Total stores: 33

1989  Total stores: 55

1990  Starbucks expands headquarters in Seattle.
Total stores: 84

1991  Becomes the first privately owned U.S. company to offer a stock option program that includes part-time employees.
Opens first licensed airport store at Seattle’s Sea-Tac International Airport.
Total stores: 116

1992  Completes initial public offering (IPO), with common stock being traded on the NASDAQ National Market under the trading symbol SBUX.
Total stores: 165

1993  Opens roasting plant in Kent, Wash.
Announces first two-for-one stock split.
Total stores: 272

1994  Opens first drive-thru location.
Total stores: 425

1995  Begins serving Frappuccino® blended beverages.
Introduces Starbucks® super-premium ice cream.
Announces second two-for-one stock split.
Opens roasting facility in York, Pa.
Total stores: 677

* All store counts reflect the end of the fiscal year for Starbucks, Seattle’s Best Coffee, and Evolution Fresh retail stores.

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Starbucks Company Timeline

      Opens stores in: Japan (first store outside of North America) and Singapore.
      Total stores: 1,015

1997  Establishes the Starbucks Foundation.
      Opens stores in: the Philippines.
      Total stores: 1,412

1998  Extends the Starbucks brand into grocery channels across the U.S.
      Launches Starbucks.com.
      Opens stores in: England, Malaysia, New Zealand, Taiwan and Thailand.
      Total stores: 1,886

1999  Acquires Tazo Tea.
      Partners with Conservation International to promote sustainable coffee-growing practices.
      Acquires Hear Music, a San Francisco–based music company.
      Announces third two-for-one stock split.
      Opens stores in: China, Kuwait, Lebanon and South Korea.
      Total stores: 2,498

2000  Howard Schultz transitions to chairman and chief global strategist, Orin Smith promoted to president and chief executive officer.
      Establishes licensing agreement with TransFair USA to sell Fairtrade certified coffee in U.S. and Canada.
      Opens stores in: Australia, Bahrain, Hong Kong, Qatar, Saudi Arabia and United Arab Emirates.
      Total stores: 3,501

2001  Introduces ethical coffee-sourcing guidelines developed in partnership with Conservation International.
      Introduces the Starbucks Card.
      Announces fourth two-for-one stock split.
      Opens stores in: Austria, Scotland, Switzerland and Wales.
      Total stores: 4,709

2002  Establishes Starbucks Coffee Trading Company (SCTC) in Lausanne, Switzerland.
      Opens stores in: Germany, Greece, Indonesia, Mexico, Oman, Puerto Rico and Spain.
      Total stores: 5,886

2003  Acquires Seattle Coffee Company, which includes Seattle’s Best Coffee and Torrefazione Italia coffee.
      Opens roasting facilities in Carson Valley, Nev., and Amsterdam, Netherlands.
      Opens stores in: Chile, Cyprus, Peru and Turkey.
      Total stores: 7,225

2004  Opens first Farmer Support Center in San Jose, Costa Rica.
      Releases Ray Charles, Genius Loves Company CD with Concord Records.
      Introduces Starbucks Coffee Master Program.
      Opens stores in: France and Northern Ireland.
      Total stores: 8,569

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Starbucks Company Timeline

2005  Jim Donald becomes president and chief executive officer to replace retiring Orin Smith.

  Acquires Ethos Water.
  Announces fifth two-for-one stock split.
  Opens stores in: Bahamas, Ireland and Jordan.
  Total stores: 10,241

2006  Launches the industry's first paper beverage cup containing post-consumer recycled fiber.

  Opens stores in: Brazil and Egypt.
  Total stores: 12,440

2007  Eliminates all artificial trans fat and makes 2 percent milk the new standard for espresso beverages.

  Opens stores in: Denmark, the Netherlands, Romania and Russia.
  Total stores: 15,011

2008  Chairman Howard Schultz returns as chief executive officer.

  Acquires Coffee Equipment Company and its Clover® brewing system.
  Launches My Starbucks Idea, Starbucks first online community.
  Launches Pike Place Roast™, which quickly becomes Starbucks top-selling coffee.
  Opens stores in: Argentina, Belgium, Bulgaria, Czech Republic and Portugal.
  Total stores: 16,680

2009  Launches Starbucks VIA™ Ready Brew Coffee.

  Opens East Africa Farmer Support Center in Kigali, Rwanda.
  Launches myStarbucks and Starbucks Card iPhone apps and Starbucks Card Mobile payment.
  Opens stores in: Aruba and Poland.
  Total stores: 16,635

2010  Expands digital offerings for customers with free unlimited Wi-Fi, Starbucks Digital Network.

  Seattle's Best Coffee reinvents business strategy to extend brand's reach.
  Expands coffee offerings with ultra-premium Starbucks Reserve™ line and Starbucks® Natural Fusions.
  Total stores: 16,858

2011  Celebrates 40th anniversary with updated brand identity and month of global community service.

  Launches Starbucks® K-Cups® portion packs.
  Acquires Evolution Fresh.
  Opens stores in: Guatemala.
  Total stores: 17,003

2012  Introduces Starbucks® Blonde Roast.

  Announces Verismo® system by Starbucks premium single-cup espresso machine.
  Opens Farmer Support Center in Manizales, Colombia.
  Acquires La Boulange® bakery brand to elevate core food offerings.
  Launches Starbucks Refreshers™ beverage platform.
  Opens stores in: Costa Rica, Curacao, Finland, Morocco and Norway.
  Total stores: 17,651 (as of July 1, 2012)

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