



GOALS

PROGRESS

Ensure 100% of our coffee is ethically sourced by 2015

84% of our coffee was ethically sourced under C.A.F.E. Practices in 2010, up from 81% in 2009.

ON TRACK

We define ethically sourced as coffee that is third-party verified or certified, either through C.A.F.E. Practices, Fairtrade or another externally audited system. Total coffee purchases in 2010 are lower than in the previous year due to carryover of inventory from 2009.

Total coffee purchases (Millions)	385	367	269	(lb)
	174	166	122	(kg)
Total C.A.F.E. Practices purchases (Millions)	295	299	226	(lb)
	134	136	103	(kg)

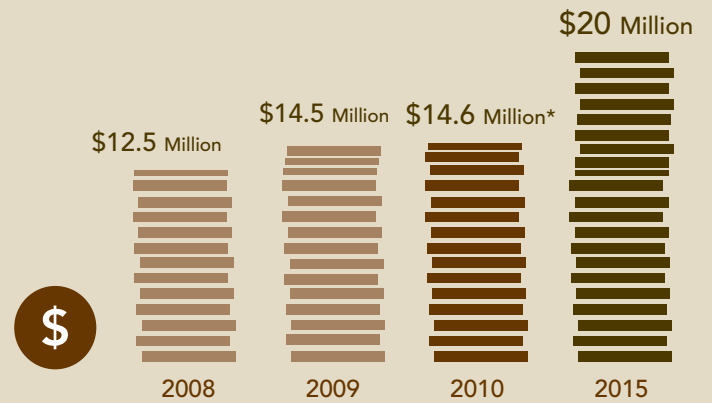


Includes green coffee purchases for all Starbucks brands

Invest in farmers and their communities by increasing farmer loans to \$20 million by 2015

We made \$14.6 million in farmer loan commitments* in 2010.

ON TRACK

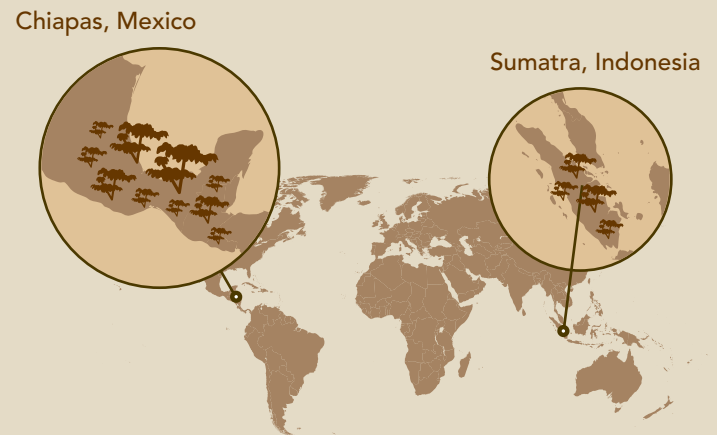


Commitment is defined as being made either by public declaration of intent or signed contract
 *2010 commitment reflects reinvestment in interest income

Improve farmers' access to carbon markets, helping them generate additional income while protecting the environment

We expanded pilot programs in coffee-growing communities in Chiapas, Mexico and Sumatra, Indonesia through our partnership with Conservation International. More than 5,000 tons of carbon credits have been sold to date.

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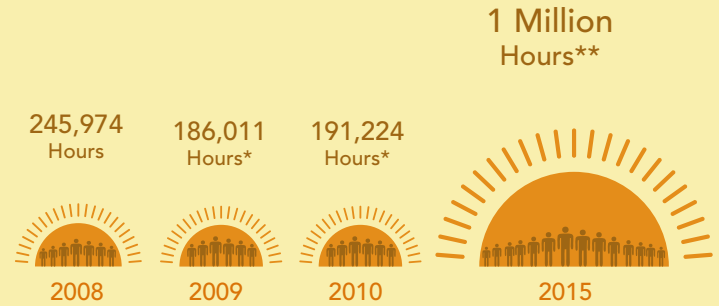
GOALS

PROGRESS

Mobilize our partners (employees) and customers to contribute 1 million hours of community service per year by 2015

Our reported service hours increased by 2.8% in 2010.

NEEDS IMPROVEMENT

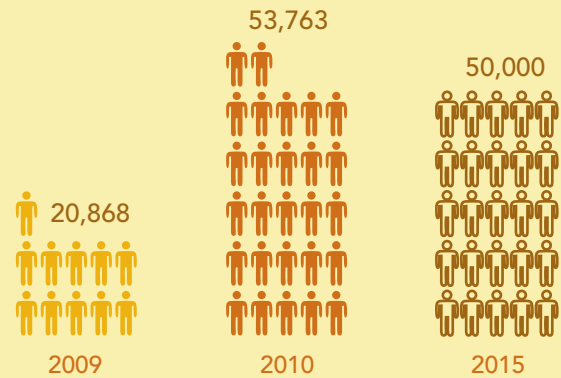


*2009 and 2010 total hours do not reflect Youth Action Grant activities
 **Global representation.

Engage a total of 50,000 young people to innovate and take action in their communities by 2015

We reached our goal in 2010 – engaging over 53,000 young people in community activities in a single year.

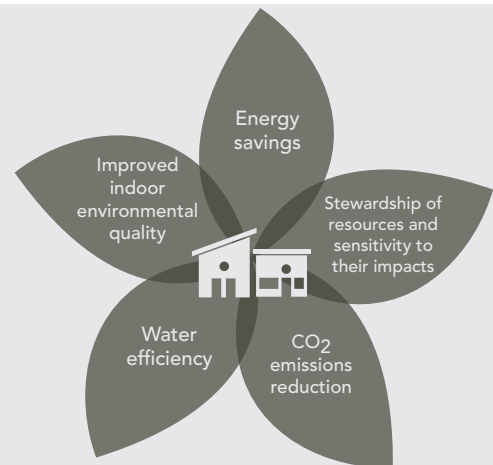
ACHIEVED



Beginning in December 2010, build all new, company-owned stores to achieve LEED® certification

In 2010 we completed the pilot phase for the U.S. Green Building Council's LEED® Volume Certification pilot program, with our 10 store design and construction projects audited and approved by the USGBC.

ON TRACK





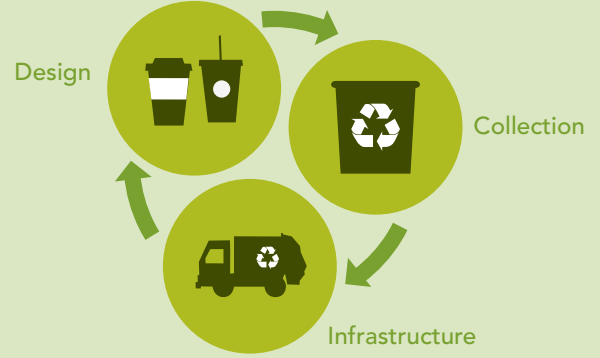
GOALS

PROGRESS

Develop comprehensive recycling solutions for our paper and plastic cups by 2012

In 2010, we tested the recyclability of our cups in a New York pilot and have gained a better understanding of local recycling processes and specific actions we'll take to increase recycling opportunities.

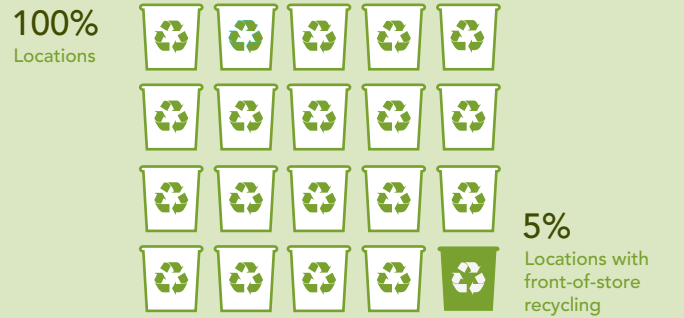
ON TRACK



Implement front-of-store recycling in our company-owned stores by 2015

In 2010, we continued to support local market testing and implementation to accelerate future front-of-store recycling.

NEEDS IMPROVEMENT



U.S. and Canada company-owned stores

Serve 25 percent of beverages made in our stores in reusable cups by 2015

Although we served 6.4 million more beverages in reusable cups in 2010 than 2009, we will need considerable innovation and customer engagement to reach our 2015 goal.

NEEDS IMPROVEMENT

Serverware or tumblers used:



* U.S. and Canada company-owned stores
 ** U.S., Canada, and U.K. company-owned stores
 *** Global company-owned stores



GOALS

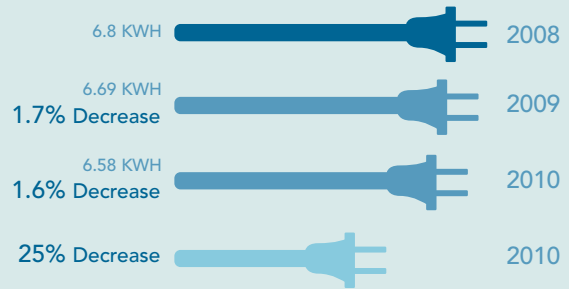
PROGRESS

Reduce energy consumption by 25% in our company-owned stores by 2010

Our electricity use decreased by 1.6% in company-owned stores in 2010.

DID NOT ACHIEVE

New Goal:
 Reduce energy consumption by 25% in our company-owned stores by 2015



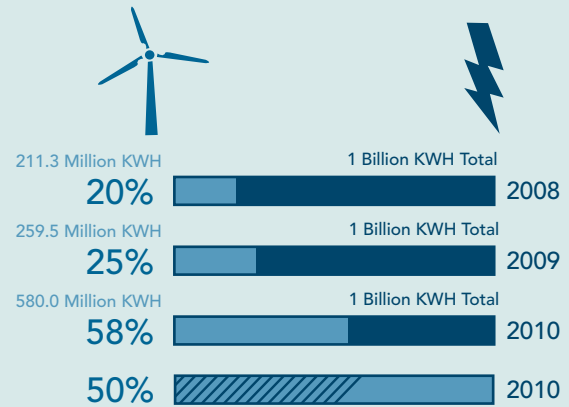
- Average electricity use per square foot/store/month U.S. and Canada company-owned stores
 Baseline year: 2008

Purchase renewable energy equivalent to 50% of the electricity used in our company-owned stores by 2010

Renewable energy purchases increased to the equivalent of 58% of the electricity used in company-owned stores in 2010.

ACHIEVED

New Goal:
 Purchase renewable energy equivalent to 100% of the electricity used in our company-owned stores by 2015

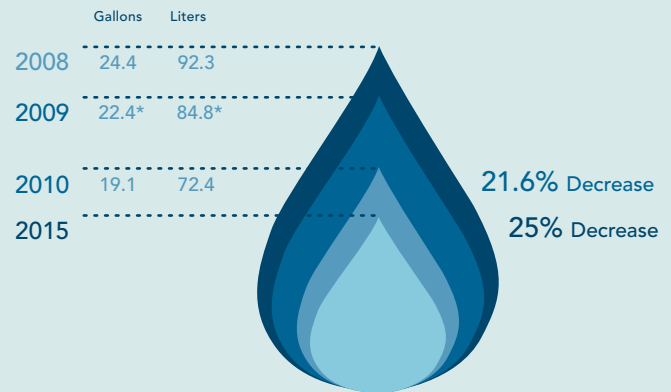


U.S. and Canada company-owned stores

Reduce water consumption by 25% in our company-owned stores by 2015

We are nearing our goal by achieving a nearly 22% reduction our water consumption in 2010 over our baseline in 2008.

ON TRACK



*2009 usage adjusted from 23.4 to 22.4 gallons