

Timeline

- 1995** Starbucks Coffee International is established.
- 1996** In August, Starbucks opens its first Starbucks store outside of North America in Tokyo, Japan through a joint-venture agreement with Sazaby Inc.
- In December, Starbucks opens its first store in Singapore through a licensing agreement with Bonstar, Pte Ltd.
- 1997** In December, Starbucks opens its first store in Makati City, Philippines through a licensing agreement with Rustan Corporation.
- 1998** In July, Starbucks opens its first store in Bangkok, Thailand through a licensing agreement with Central Pattana, Plc. Coffee Partners (Thailand).
- 1998** In October, Starbucks opens its first store in Auckland, New Zealand through a licensing agreement with Restaurant Brands, Ltd.
- In December, Starbucks opens its first store in Kuala Lumpur, Malaysia through a licensing agreement with Berjaya Group Berhad.
- 1999** In July, Starbucks opens its first store in Seoul, South Korea through a licensing agreement with Shinsegae Department Stores Co., Ltd.
- 2000** In June, Starbucks Coffee International acquires 100 percent equity of Coffee Partners (Thailand), forming Starbucks Coffee (Thailand) Ltd.
- In July, Starbucks opens its first store in Sydney, Australia through a joint-venture agreement with a local Australian entrepreneur.
- In December, Starbucks Coffee International acquires 50 percent equity of South Korean operations from Shinsegae Department Stores Co., Ltd., creating a joint-venture partnership in South Korea.
- Starbucks opens its 100th Japanese store, in Akasaka.
- Starbucks is named “Number One Restaurant Chain” by Japan’s Nikkei Restaurant Magazine and “Best Product of the Year” by South Korea’s Joongang Daily Newspaper.
- 2001** Starbucks Coffee Japan, Ltd. begins offering stock options for part- and full-time partners.
- 2002** In February, Starbucks Coffee International acquires 100 percent equity of its operations in Australia, forming Starbucks Coffee Company (Australia) Pty. Ltd.
- In May, Starbucks opens its first store in Jakarta, Indonesia through a licensing agreement with PT Mitra Adiperkasa.
- The first Starbucks Coffee Ambassador Cup is held in the Philippines.
- Starbucks Coffee Company (Australia) Pty. Ltd. inaugurates the Bandaged Bear Day Appeal.
- Starbucks receives the “Nikkei Superior Products and Service Award” in Japan.
- 2003** Starbucks launches the first Asian Commitment to Origins™ coffee, Muan Jai Blend™, sourced from the hills of Northern Thailand.

2004 In July, Starbucks Coffee International acquires 100 percent equity of its operations in Singapore from Bonstar, Pte Ltd., announcing the formation of Starbucks Coffee Singapore Pte. Ltd.

Also in July, Starbucks Coffee International acquires 49.9 percent equity of its operations in Malaysia, forming Berjaya-Starbucks Coffee Company Sdn. Bhd.

Starbucks celebrates the opening of its 100th store in South Korea.

2005 Starbucks helps fund a free pediatric clinic in Penang through collaboration with HOPE *worldwide* Malaysia.

Starbucks introduces ready-to-drink Starbucks Discoveries® chilled cup coffee, in Japan and Taiwan. The drinks mark the company's first RTD coffee offerings outside of North America.

Starbucks introduces Starbucks bottled Frappuccino® coffee drinks in South Korea.

2006 In August, Starbucks celebrates its 10th anniversary in Japan.

Starbucks celebrates the opening of its 100th store in the Philippines and its 600th store in Japan.

Starbucks introduces Starbucks Doubleshot® espresso drinks in South Korea.

2007 In December, Starbucks celebrates its 10th anniversary in the Philippines.

Starbucks celebrates the opening of its 100th store in Thailand and its 200th store in South Korea.

Starbucks introduces Starbucks Discoveries® chilled cup coffee in South Korea.

2008 In February, Starbucks celebrates the opening of its 100th store in Malaysia.

In July, Starbucks celebrates its 10th anniversary in Thailand.

In September, Starbucks introduces Starbucks Doubleshot® espresso drinks in Japan.

In October, Starbucks celebrates its 10th anniversary in New Zealand

In November, Starbucks and partner Dong Suh Foods donate more than 3,000 books to sponsor the Starbucks Discoveries® Dream Library program in Jeju Island, South Korea. The Dream Library marks the first charitable outreach program sponsored by Starbucks Global Consumer Products.

In December, Starbucks celebrates its 10th anniversary in Malaysia.

2009 In February, Starbucks appoints Arun Bhardwaj interim president, Starbucks Coffee Asia Pacific.

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