



Recycling and Reducing the Environmental Impact of Our Cups



Since opening our first store in 1971, Starbucks has been committed to environmental stewardship. Over the years, we have taken significant steps to reduce our environmental footprint, partly by reducing waste and increasing recycling in our stores. We are currently collaborating with local municipal governments, cup manufacturers, raw materials suppliers, peer retail and beverage partners, recyclers, environmental NGOs, and experts from the academic sector to develop a comprehensive recyclable cup solution by 2012. It is also our goal to have front-of-store recycling in all locations where we control waste collection by 2015. Below is a timeline of our major milestones in these areas.

1971

Our first store opens in Seattle's Pike Place Market, selling whole bean coffee, tea and spices.



1985

Customers who bring in their own travel tumblers to participating stores receive a discount on the price of their beverages. We also provide ceramic mugs for customers to enjoy their drinks "for here."



1984

We begin serving beverages in paper cups.



1997

Exploring options for a more environmentally friendly paper cup leads to the development of our recycled-content cup sleeve, which helps curb "double cupping" and reduces waste.



10%
MADE WITH
10% POST-CONSUMER
RECYCLED FIBER.

2006

We launch the industry's first paper cup made with post-consumer recycled fiber.

2008

Our new polypropylene plastic cup uses 15% less plastic than previous cups and emits 45% less greenhouse gas during production.



We announce Starbucks™ Shared Planet™ goals:

- Develop a comprehensive recyclable cup solution that will make our paper and plastic cups recyclable—both in form and in practice—by 2012.
- Serve 25% of our beverages in reusable cups by 2015.
- Implement front-of-store recycling in all Starbucks locations where we control waste collection by 2015.



2010

This year we plan to expand the New York City recycling pilot throughout Manhattan; engage with key local, state and national policymakers to further explore recycling solutions together; roll out front-of-store recycling in Seattle; conduct recycling tests in more U.S. cities; and continue discussions with key value chain partners.

1996

We establish a relationship with the nonprofit Environmental Defense Fund to look at ways to reduce the environmental impact of our cups.

2001

Our annual Global Responsibility report publicly discloses the percentage of recycling in U.S. and Canada stores where we manage waste. (Recycling rates improve from 60% in 2000 to 70% in 2008.)



2009

Our stores in Montgomery County, Md., and Washington, D.C., implement front-of-store recycling programs in response to new regulations.

2009

Our Cup Summit brings representatives from all facets of our paper and plastic cup value chain together for the first time to help us develop a comprehensive recyclable cup solution.

We play a lead role in Global Green's Coalition for Resource Recovery recycling pilot in New York City. The pilot will determine whether Starbucks paper cups can be recycled when combined with old corrugated cardboard, the most extensively recycled material in the U.S. Results could influence recycling practices across the foodservice industry.

We develop and implement front-of-store recycling programs in Ontario, Canada, and San Francisco, Calif.

