



Extending the *Starbucks Experience* . . .

Starbucks Global Consumer Products Group (CPG) strives to extend the *Starbucks Experience* to consumers outside of our retail stores through a number of channels and products. Starbucks CPG segment includes the company's grocery and warehouse club business as well as branded products worldwide, including packaged coffee, ready-to-drink (RTD) beverages and premium ice creams.

CPG operates primarily through joint ventures and licensing arrangements with large consumer products business partners, most significantly the North American Coffee Partnership (NACP), a joint-venture partnership with Pepsi-Cola North America, for the manufacture, distribution and marketing of RTD beverages in the U.S. and Canada, and with Kraft Foods Inc. for the distribution and marketing of packaged coffees and teas in the U.S. and Canada.

Products around the Globe

- **Categories** - Global CPG sells products in three main categories:
 - Coffee and Tea: whole bean and ground (Starbucks and Seattle's Best Coffee brands), single-serve Tassimo T-Discs (Starbucks, Seattle's Best Coffee, Tazo Tea), Tazo® tea filterbags and tea latte concentrates
 - Ready-to-Drink (RTD): Starbucks® bottled Frappuccino® coffee drinks, Starbucks Discoveries® chilled cup coffees, Starbucks Doubleshot® espresso drinks, Starbucks Doubleshot® Energy+Coffee drinks; Tazo® bottled iced and juiced teas
 - Starbucks® Ice Cream
- **Countries** - Global CPG currently offers products in 11 countries: Austria, Canada, China, Germany, Ireland, Japan, Korea, Mexico, Spain, the UK and the U.S.
- **Brands** - Global CPG spans Starbucks Corporation's family of brands: Starbucks Coffee, Seattle's Best Coffee and Tazo Tea.

Leveraging Relationships with Other Companies

Forming relationships and agreements with external companies allows Starbucks to leverage the strength of their expertise in areas of manufacturing, distribution and marketing, while providing the global strength of our brand along with our expertise in sourcing and roasting the highest quality coffee. Our global relationships include:

- **Kraft Foods:** Starbucks and Kraft Foods have a licensing agreement for the distribution and marketing of:
 - Packaged coffee in grocery stores, warehouse club stores, large retailers, drug stores, natural food stores, and others in the U.S. and Canada
 - Tassimo T-Discs in Austria, Canada, Germany, Ireland, Spain, the UK and the U.S.
 - Tazo® tea filterbags and tea latte concentrates in the U.S.



Starbucks Corporation

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- **North American Coffee Partnership (NACP):** A joint-venture between Starbucks and Pepsi-Cola North America, for the manufacturing, distribution and marketing of Starbucks-branded and Seattle's Best Coffee-branded ready-to-drink (RTD) beverages in the U.S. and Canada. These include Starbucks® bottled Frappuccino® coffee drinks, Starbucks Doubleshot® espresso drinks, Starbucks Doubleshot® Energy+Coffee drinks and Seattle's Best Coffee® Iced Latte drinks.
- **Pepsi-Lipton Tea Partnership (PLP):** A licensing agreement with the PLP (a partnership between Pepsi-Cola North America and Unilever) for the manufacturing, distribution and marketing of Tazo® tea bottled iced and juiced teas.
- **Unilever:** A licensing agreement for the manufacturing, distribution and marketing of Starbucks-branded ice cream in the U.S. The relationship leverages Starbucks coffee and beverage expertise and Unilever's industry-leading ice cream innovation.
- **Suntory Foods:** A licensing agreement for the manufacturing, distribution and marketing of Starbucks-branded coffee RTD beverages in Japan, offering Starbucks Discoveries® chilled cup coffees to Japanese consumers in convenience stores.
- **Dong Suh Foods :** A licensing agreement for the manufacturing, distribution and marketing of Starbucks-branded coffee RTD beverages in South Korea. Dong Suh Foods also manufactures and exports certain Starbucks-branded coffee RTD beverages to mainland China and Hong Kong.
- **Arla Foods:** A licensing agreement for the manufacturing, distribution and marketing of Starbucks-branded coffee RTD beverages in Europe and the UK.

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For More Information

If you have questions or need more information, contact us at (800) 23-LATTE or visit Starbucks.com. For news media, please contact us at (206) 318-7100 or press@starbucks.com, or visit <http://news.starbucks.com>.