



Starbucks Global Consumer Products Group

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 branded products—packaged coffee, ready-to-drink (RTD) beverages and premium ice creams—that are sold globally in grocery and warehouse clubs.

Mid-1990s

Starbucks begins roasting private-label coffee for **Costco Wholesale Corporation**, now sold under the Kirkland Signature Brand.

1994

Starbucks and Pepsi-Cola North America form the **North American Coffee Partnership** to offer Starbucks-branded RTD coffee beverages in the U.S. and Canada.



1996

The first **Starbucks® bottled Frappuccino® coffee drinks** are introduced, creating the RTD coffee category in the U.S.



Starbucks® ice cream is first introduced through the Starbucks Ice Cream Partnership.



1998

Starbucks signs a licensing agreement with **Kraft Foods, Inc.**, to sell Starbucks® packaged coffee in grocery stores across the U.S.



2002

Starbucks Doubleshot® espresso drink, a delicious blend of Starbucks® espresso and cream, is introduced to the RTD coffee category.



1999

Starbucks acquires the tea company **Tazo LLC**, which sells filterbag tea, bottled tea and juice beverages, organic chai concentrate and full-leaf teas through natural food stores, specialty grocery stores and foodservice outlets in the U.S., Canada and abroad.



Starbucks® packaged coffee launches nationally in the U.S.



2003

Starbucks acquires **Seattle Coffee Company**, which includes **Seattle's Best Coffee** and **Torrefazione Italia** brands. Packaged coffee from these brands is sold in grocery stores on the West Coast of the U.S.

2004

Tazo and Kraft Foods announce a licensing agreement to **distribute Tazo® teas in U.S. grocery channels.**



2005

Starbucks Discoveries® chilled cup coffees are introduced in Japan through an agreement with Suntory, marking the first distribution of Starbucks RTD products outside North America.

Starbucks and **Dong Suh Foods** enter into an agreement to offer Starbucks-branded RTD beverages in **Korea**. Starbucks® bottled Frappuccino® coffee drinks become available in convenience stores, supermarkets and hypermarkets in South Korea.

2006

Starbucks Doubleshot® espresso drink is introduced in Korea.

Dong Suh Foods begins producing **Starbucks® bottled Frappuccino® coffee drinks in Korea** for that market, enabling product development to better suit consumer tastes in Korea.

Tazo® teas launch in grocery stores in **Canada.**



2007

Starbucks® bottled **Frappuccino®** coffee drinks are introduced in mainland **China and Hong Kong.**

Through our agreement with Kraft Foods, Inc., Starbucks® coffee becomes available in T DISCs for the **TASSIMO** home-brewing system.

Starbucks and Kraft expand relationship and begin distributing packaged coffee into retail channels in Canada and the U.K.

Starbucks Discoveries® chilled cup coffees are introduced in **Korea.**



2008

Starbucks Doubleshot® Energy+Coffee is introduced to the RTD category.

Starbucks® bottled **Frappuccino®** coffee drinks are introduced in **Mexico.**

Starbucks and Dong Suh Foods announce the **Starbucks Discoveries® Dream Library** program in Korea—the first Starbucks CPG charitable program.

Starbucks® coffee **TASSIMO T DISCs** introduced in Western Europe.



2010

Starbucks expands distribution of **Starbucks VIA® Ready Brew** in grocery, mass and drug stores in the U.S., U.K. and Japan.

Starbucks® Natural Fusions, the first and only nationally-branded, naturally-flavored premium coffee made with real ingredients, are introduced where groceries are sold in the U.S.

Starbucks and **Ajinomoto General Foods Inc.** announce the launch of a portfolio of new coffee products in grocery and convenience stores in Japan including **Starbucks ORIGAMI® Personal Drip™ coffee**, a convenient, single-use pour-over brewing system. Starbucks VIA® Coffee Essence and Starbucks® packaged coffee will also be available in grocery and convenience stores in Japan.

Starbucks Doubleshot® espresso drink is introduced in Hong Kong.

Starbucks and Arla Foods enter into an agreement to offer Starbucks-branded RTD beverages in Europe and the U.K., and introduce Starbucks Discoveries® chilled coffee and Starbucks Doubleshot® espresso drink in the U.K. and Germany.

Starbucks® ice cream introduces coffee-free flavors inspired by consumers' favorite Starbucks® beverages. Flavors include Vanilla Bean Frappuccino®, Signature Hot Chocolate and Strawberries & Crème Frappuccino®.

Starbucks® Doubleshot Energy+Coffee becomes the number one selling product in the energy coffee RTD category in the U.S.

Starbucks family of RTD coffee drinks become the top selling products in that category in Korea.

2009

Starbucks introduces **Gold Coast Blend®: Morning Joe Edition** packaged coffee in grocery channels in the U.S. as part of a relationship with MSNBC's *Morning Joe*.

Starbucks® Super-Premium ice cream is relaunched by Starbucks and Unilever.

