



Starbucks Company Timeline

1971

Starbucks opens first store in Seattle's Pike Place Market.

1982

Howard Schultz joins Starbucks as director of retail operations and marketing. Starbucks begins providing coffee to fine restaurants and espresso bars.

1983

Howard travels to Italy, where he's impressed with the popularity of espresso bars in Milan. He sees the potential to develop a similar coffeehouse culture in Seattle.

1984

Howard convinces the founders of Starbucks to test the coffeehouse concept in downtown Seattle, where the first Starbucks® Caffè Latte is served. This successful experiment is the genesis for a company that Schultz founds in 1985.

1985

Howard founds Il Giornale, offering brewed coffee and espresso beverages made from Starbucks® coffee beans.

1987

Il Giornale acquires Starbucks assets with the backing of local investors and changes its name to Starbucks Corporation. Opens in Chicago and Vancouver, Canada.

Total stores*: 17

1988

Offers full health benefits to eligible full- and part-time employees.

Total stores: 33

1989

Total stores: 55

1990

Starbucks expands headquarters in Seattle.

Total stores: 84

1991

Becomes the first privately owned U.S. company to offer a stock option program that includes part-time employees.

Opens first licensed airport store at Seattle's Sea-Tac International Airport.

Total stores: 116

1992

Completes initial public offering (IPO), with common stock being traded on the Nasdaq National Market under the trading symbol "SBUX."

Total stores: 165

1993

Opens roasting plant in Kent, Wash.

Announces first two-for-one stock split.

Total stores: 272

1994

Total stores: 425

1995

Begins serving Frappuccino® blended beverages.

Introduces Starbucks® super-premium ice cream.

Announces second two-for-one stock split.

Opens roasting facility in York, Pa.

Total stores: 677

1996

Begins selling bottled Frappuccino® coffee drink through North American Coffee Partnership (Starbucks and Pepsi-Cola North America).

Opens stores in: Japan (first store outside of North America) and Singapore.

Total stores: 1,015

All store counts reflect end of fiscal year for company-operated stores.



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Establishes The Starbucks Foundation, benefiting local literacy programs in communities where Starbucks has coffeehouses.

Opens stores in: the Philippines.

Total stores: 1,412

1998

Acquires Tazo, a tea company based in Portland, Oregon

Forms Urban Coffee Opportunities, a joint venture with Earvin "Magic" Johnson's Johnson Development Corp., to develop Starbucks stores in diverse, urban and suburban communities.

Extends the Starbucks brand into grocery channels across the U.S. through licensing agreement with Kraft Foods, Inc.

Launches Starbucks.com.

Opens stores in: Malaysia, New Zealand, Taiwan, Thailand and U.K.

Total stores: 1,886

1999

Partners with Conservation International to promote sustainable coffee-growing practices.

Acquires Hear Music, a San Francisco-based music company.

Announces third two-for-one stock split.

Opens stores in: China, Kuwait, Lebanon and South Korea.

Total stores: 2,498

2000

Howard Schultz transitions from chairman and chief executive officer to chairman and chief global strategist.

Orin Smith promoted to president and chief executive officer.

Introduces coffee category that includes shade grown, organic and Fair Trade Certified™ selections.

Establishes licensing agreement with TransFair USA to sell Fair Trade Certified™ coffee in U.S. and Canada.

Opens stores in: Australia, Bahrain, Hong Kong, Qatar, Saudi Arabia and United Arab Emirates.

Total stores: 3,501

2001

Introduces ethical coffee-sourcing guidelines developed in partnership with Conservation International.

Introduces the Starbucks Card, an innovative stored-value card for customers to use and reload.

Announces fourth two-for-one stock split.

Opens stores in: Austria and Switzerland.

Total stores: 4,709

2002

Starbucks enters into licensing agreements with national Fair Trade organizations to sell Fair Trade Certified™ coffee in the countries where Starbucks does business.

Establishes Starbucks Coffee Trading Company (SCTC) in Lausanne, Switzerland.

Opens stores in: Germany, Greece, Indonesia, Mexico Oman, Puerto Rico and Spain.

Total stores: 5,886

2003

Acquires Seattle Coffee Company, which includes Seattle's Best Coffee and Torrefazione Italia coffee brands.

Opens new state-of-the-art roasting facilities in Carson Valley, Nev., and Amsterdam, Netherlands.

Opens stores in: Chile, Cyprus, Peru and Turkey.

Total stores: 7,225

2004

Opens first Starbucks Farmer Support Center in San Jose, Costa Rica.

Releases *Ray Charles, Genius Loves Company* CD through a collaboration between Concord Records and Starbucks Hear Music.

Introduces Starbucks Coffee Master Program.

Opens stores in: France.

Total stores: 8,569



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2005

Orin Smith retires as Starbucks president and chief executive officer.

Jim Donald promoted to president and chief executive officer.

Acquires Ethos Water and sets a goal of donating \$10 million to support clean water projects over the next five years.

Announces fifth two-for-one stock split.

Opens stores in: Bahamas, Ireland and Jordan.

Total stores: 10,241

2006

Launches the industry's first paper beverage cup containing post-consumer recycled fiber, saving more than 75,000 trees each year.

Opens stores in: Brazil and Egypt.

Total stores: 12,440

2007

Eliminates all artificial trans fat and makes 2 percent milk the new standard for espresso beverages in all U.S. stores as part of commitment to health and wellness.

Opens stores in: Romania and Russia.

Total stores: 15,011

2008

Chairman Howard Schultz returns as chief executive officer.

Announces a renewed focus on customer experience and innovation.

Acquires Coffee Equipment Company and its **Clover® brewing system.**

Launches MyStarbucksIdea.com, Starbucks first online community.

Announces Starbucks™ Shared Planet™, the company's long-term commitment to conducting business responsibly. Expands partnership with Conservation International for work on ethical sourcing and climate change.

Launches Pike Place Roast™, a signature coffee that is freshly roasted, freshly ground and freshly brewed every day (Pike Place is a trademark of the Pike Place Market PDA, used under license).

Announces focus for entertainment business on digital strategy and core content with music and books. Turns over day-to-day management of the Hear Music Record Label to Concord Music Group.

Opens stores in: Argentina, Bulgaria, Czech Republic and Portugal.

Total stores: 16,680

2009

Launches Starbucks VIA™ Ready Brew Coffee.

Becomes the world's largest buyer of Fair Trade Certified™ coffee.

Revamps food offerings. Food items made without artificial flavors, artificial trans fats, artificial dyes and high-fructose corn syrup.

Opens second Starbucks Farmer Support Center in Kigali, Rwanda.

Starbucks helps save lives in Africa through our partnership with (RED)™. Millions of daily purchases of (STARBUCKS)RED products have generated contributions equal to more than 7 million daily doses of antiretroviral medicine..

Starbucks the most engaged brand in social media according to ENGAGEMENT db Report. Launches myStarbucks and Starbucks Card iPhone apps.

Opens stores in: Poland and Aruba.

Total stores: 16,635