

Timeline

- 1995** Starbucks Coffee International is established.
- 1998** In March, Starbucks enters the Greater China market with its first store in Taipei, Taiwan through a joint-venture agreement with President Enterprise Corp./President Chain Store Corp.
- 1999** In January, Starbucks opens its first store in Beijing, China through a licensing agreement with Mei Da Coffee Co. Ltd. This opening marks the first Starbucks store in mainland China.
- 2000** In May, Starbucks opens its first store in Hong Kong/Macau with its first store in Exchange Square, Hong Kong, through a joint-venture agreement with Maxim's Caterers, Ltd. (*see earlier note regarding HK/Macau now being part of Asia Pacific)
- In May, Starbucks enters the Shanghai market with its first store in the Lippo Tower, through a joint-venture agreement with President (Coffee) Cayman Holdings, Ltd.
- 2002** In October, Starbucks opens its first store in Shenzhen through a joint-venture agreement with Mei-Xin International Ltd., forming Coffee Concepts (South China) Ltd.
- President Starbucks Taiwan Limited introduces Green Tea Frappuccino® Blended Crème beverage, which enjoys tremendous success locally and is later adopted with equal enthusiasm in the Asia Pacific region, then North American markets.
- 2003** In July, Starbucks Coffee International increases its equity position in Shanghai and Taiwanese operations, acquiring a 50 percent ownership interest in its Shanghai joint-venture with President Enterprise Corp. and a 50 percent ownership interest in its Taiwanese joint-venture with President Chain Store Corp.
- In August, Starbucks enters Guangzhou with its first store in the heart of Dongshan, at the Peace World Plaza. The company further extends its presence beyond Shanghai with announcements of entry into Nanjing and Ningbo.
- 2004** In April, Starbucks opens its first store in Suzhou.
- In May, Starbucks opens its first store in Wuxi.
- In November, Starbucks opens its first store in Changzhou.
- 2005** In April, Starbucks enters the Qingdao market under the legal operating entity name of Qingdao American Starbucks Coffee Company Ltd. Qingdao marks the first Starbucks company-operated market in China.
- In September, Starbucks chairman Howard Schultz announces a grant of 34.17 million RMB (US\$5 million) for the Starbucks China Education Project, to sponsor educational programs in China.
- In September, Starbucks opens its first store in Dalian. During the same month, the company expands into Western China with the opening of its first store in Chengdu, under a cooperative joint-venture agreement between partners Coffee Concepts Limited and Starbucks Coffee International.
- In December, Starbucks enters the Shenyang market with its first Taiyuan store.
- Starbucks establishes the Greater China Regional Support Center in Shanghai.

2006 In January, Starbucks enters the Chongqing market, expanding its reach to 19 mainland cities.

In February, Starbucks allocates 12 million RMB (US\$1.75 million) from the *Starbucks China Education Project* to the China Soong Ching Ling Foundation, supporting a program aimed at helping students and teachers in need in rural China.

In October, Starbucks acquires majority ownership in its Beijing and Tianjian operations from High Grown Investment Group (Hong Kong) Ltd.

2007 In November, Starbucks launches ready-to-drink Starbucks® bottled Frappuccino® coffee drinks in China.

2008 In February, Starbucks enters the Wuhan market, expanding its reach to 26 mainland cities.

In March, Starbucks celebrates its 10th anniversary in Taiwan.

In May, Starbucks donates 2.7 million RMB (US\$395,000) to provide relief in the areas of Sichuan impacted most by a devastating earthquake.

In October, Jinlong Wang, President, Starbucks Greater China is awarded the China Entrepreneur of the Year Award at the 2008 China Business Leader Awards (CBLA).

2009 In January, Starbucks celebrates its 10th anniversary in Mainland China.

Also in January, Starbucks launches South of the Clouds Blend™ in Greater China, marking the first ever Starbucks blend to feature coffee beans sourced from China.

Also in January, Starbucks announces a strategic relationship with The People's Government of Yunnan Province to improve coffee quality and develop the coffee industry in this key Chinese coffee growing region.

Also in January, Starbucks allocates 5 million RMB (US\$730,000) from the *Starbucks China Education Project* to the Chengdu Education Foundation, to sustain teachers and their students in provinces deeply impacted by the 2008 Sichuan earthquake.

In December, Starbucks launched the Starbucks™ Shared Planet™ in China and kicked off of the Starbucks “I’m In!” campaign, an initiative that supports Starbucks commitment to communities within Mainland China.

2010 In March, Starbucks celebrated the launch of its new Starbucks® Tea in China. Available in nine varieties, including brewed, infusion and Chinese tea selections, the new Full Leaf Starbucks® Teas combine the company’s international tea expertise, and the authentic Starbucks Experience, to provide its customers with even more reasons to want to come together at their favourite Starbucks store.

In May, Starbucks enters Zhu Hai market, expanding its reach to 27 mainland cities.

In September, Starbucks opens two stores in Changsha, making it the 30th mainland market. In the same month, Starbucks enters Fuzhou market, now expanding to 31 mainland cities.

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