

Timeline

- 1987** Starbucks opens its first international location in Vancouver, British Columbia, Canada at the Seabus Skytrain Station.
- 1995** Starbucks forms an alliance with Chapters Bookstore in Canada, creating what will eventually become the ultimate Canadian book and coffee lover's experience.
- Starbucks Coffee International is established.
- 1996** Starbucks opens for business in Toronto, Ontario, Canada, with five stores opening their doors on the same day.
- 1999** Starbucks opens its first location in Saskatchewan, Canada.
- 2000** Starbucks signs the Eastern Canada Master Licensing Agreement with Café Vision International to open stores in Quebec and Atlantic Canada.
- 2001** Starbucks Coffee Canada incorporates as an independent, 100% wholly owned subsidiary of Starbucks Coffee Company.
- 2002** In July, Starbucks Coffee International opens its Latin America Regional Support Center in Miami, Florida.
- In September, Starbucks Coffee International opens its first store in Old San Juan, Puerto Rico. As of December 28, 2008 there were 21 stores in Puerto Rico.
- Also in September, Starbucks Coffee International opens its first store in Mexico City, Mexico through a joint venture agreement with Alsea, S.A. de CV. As of December 28, 2008 there were 259 stores in Mexico.
- Starbucks opens its Canadian Regional Support Center in North York, Ontario, establishing a Canadian management team.
- 2003** In August, Starbucks Coffee International opens its first store in Lima, Peru through a licensing agreement with Delosi, SA. As of December 28, 2008 there were 23 stores in Peru.
- Also in August, Starbucks Coffee International opens its first store in Santiago, Chile through a licensing agreement with Operadora Internacional Alsea S.A. de C.V. As of December 28, 2008 there were 29 stores in Chile.
- 2004** In January, the Starbucks Coffee Agronomy Company (Farmer Support Center) opens in San José, Costa Rica.
- Starbucks begins offering whole bean and ground coffee in Canadian supermarkets.
- 2005** In July, Starbucks Coffee International acquires 100 percent equity of its operations in Chile.
- In August, Starbucks Coffee International opens its first store in Nassau, The Bahamas, through a licensing agreement with Coffee Cay Ltd. As of December 28, 2008 there were eight stores in The Bahamas.

Starbucks Coffee Canada celebrates the openings of its 400th company-operated and 100th licensed locations.

Starbucks Coffee Canada becomes a part of Starbucks Coffee International.

The Starbucks Duetto Visa card is launched in Canada, in partnership with RBC Royal Bank.

2006 In January, the second annual Lattes for Literacy Day is held in Canadian stores, raising more than CAD\$300,000 for Canadian literacy charities Frontier College and ABC CANADA Literacy Foundation.

In April, Starbucks Coffee Canada begins the annual tradition of offering a free cup of coffee to customers who visit a participating Starbucks with a reusable travel mug on Earth Day.

In May, the first phase of the Chiapas School Project is completed in Chiapas, Mexico, home to a cooperative comprised of 120 small coffee farmers. These farmers grow beans used in Starbucks[®] popular Organic Shade Grown Mexico coffee.

In November, Starbucks Coffee International opens its first store in Sao Paulo, Brazil through a licensing agreement with Cafés Seria do Brasil Participações S.A. As of December 28, 2008 there were 18 stores in Brazil.

Starbucks Coffee Canada celebrates the opening of its 500th company-operated location.

Report on Business, Canada's premiere business magazine, ranks Starbucks Coffee Canada #1 in the foodservice category in its *Annual CSR Ranking* report.

2007 In March, Starbucks celebrates its 20th anniversary in Canada.

In September, Starbucks celebrates its 5th anniversaries in Mexico and Puerto Rico.

In September, Starbucks Card launches in Mexico.

Starbucks establishes an alliance with the Puerto Rico Farmers Bureau and donates US\$10,000 to help lead a coffee-picking brigade, in addition to supporting an effort to train coffee growers on the broca beetle plague that currently affects the local coffee industry.

Starbucks partners and customers in Brazil donate over 700 books to impoverished children in rural communities through the Circle of Reading mobile library program.

2008 In May, Starbucks Coffee International opens its first store in Buenos Aires, Argentina through a joint venture agreement with Operadora Internacional Alsea S.A. de C.V. As of December 28, 2008 there were three stores in Argentina.

In July, Starbucks Coffee Canada forms a partnership with the Vancouver Community Foundation, the largest and oldest such organization in Canada, to develop relationships with social entrepreneurs and help administer Shared Planet Youth Action grants.

In August, Starbucks celebrates its 5th anniversary in Peru and Chile.

Also in August, Starbucks Coffee Canada and the Vancouver Community Foundation provide a donation of \$25,000 to the Schools Without Borders program.

Also in August, Starbucks Coffee Canada acquires 100 percent equity share of the Quebec and Atlantic markets joint-venture from Coffee Vision International.

In September, Starbucks launches Starbucks® bottled Frappuccino® coffee drinks in Mexico City, Monterrey, and Guadalajara, Mexico, through the International Coffee Partnership (ICP), a joint-venture partnership with PepsiCo.

Starbucks Coffee Canada begins offering warmed breakfast options, with the first rollout of ovens installed in British Columbia and Ontario locations.

2009 In January, Starbucks Coffee Canada and the Vancouver Community Foundation provide a donation of \$100,000 to five organizations that help young people identify and address the needs in their communities.

In February, Starbucks Coffee Latin America and Starbucks Coffee Canada are joined together as Starbucks Coffee Americas, under the leadership of Colin Moore.

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