



Starbucks Coffee Company

Dec. 2014

Fact Sheet: At-a-Glance

Starbucks Reserve® Roastery and Tasting Room

Over two years in the making, the Starbucks Reserve® Roastery and Tasting Room opens on December 5, 2014 in the Capitol Hill neighborhood of Seattle, WA. Just blocks away from where it all began at Pike Place Market in 1971, the Roastery embodies Starbucks passion for coffee in an unprecedented experience that will bring customers on a journey of discovery and closer to coffee than ever before. A homage to the craft of roasting, the art of brewing and exploration of taste, this iconic destination celebrates Starbucks Reserve® an ultra-premium line of coffees that are among the most rare, limited availability coffees from around the world. Every cup of coffee we've served since 1971 has brought us here.

COFFEE

Our long term relationships with farmers in over 30 countries around the globe allow us to bring customers high quality and unique flavors from farm to cup. From the very beginning, Starbucks sourced small lot coffees. As the company grew, so did its ability to offer this special coffee to its customers. To ensure that some of the rarest, limited availability coffee remained accessible to customers, Starbucks formalized an offering over a decade ago with their Black Apron Exclusives®. This became Starbucks Reserve® coffee in 2010. As of 2015, 100 percent of Starbucks coffee will be ethically sourced ensuring farmers, their families and the specialty coffee industry are supported for generations to come. Each program of this comprehensive approach is tailored to fit the needs of the community including the Reserve social reinvestment in every location where this coffee is sourced.

CRAFT

Masterful roasting is what first attracted us to coffee, and it's an expertise that we have practiced every day since we opened our first store at Pike Place Market. Our Master Roasters will guide the exceptional small-batch roasting process for each Starbucks Reserve® coffee, considering every harvest individually. At the Roastery, customers can have a coffee expert craft their coffee using six different brew methods. All of our small-lot Starbucks Reserve® coffees are roasted at the Roastery; immediately after cooling from the roaster, these rare coffees are available for purchase – freshly brewed or bagged –including Pantheon™ coffee, a new Starbucks Reserve® blend sold exclusively at the Roastery.

CUSTOMER EXPERIENCE

The Roastery is the future of the coffeehouse offering a remarkable opportunity for customers to explore first-hand the most authentic representation of the roasting process. In a fully sensory, immersive experience the entire space offers moments of discovery. Designed with intention, each detail was handcrafted mirroring the handcrafted nature of coffee – from the moment the farmer picks the bean to how it ends up in the cup. This Roastery honors the integrity of the process, and the natural environment from which coffee comes from – beautifully, sustainability and with care.

COMMUNITY

Located in the Capitol Hill neighborhood of Seattle, the Roastery is nestled in the epicenter of coffee innovation and culture. It's a celebration of where we've been and where we're going, and a lasting tribute to our beginnings and our hometown. That's why we've teamed up with acclaimed Seattle chef, Tom Douglas, to create thoughtfully crafted menu items to complement the flavors of the coffees served. It's also why the Roastery features craftsman merchandise from some of Washington's favorite artisans.

Starbucks Reserve™ Roastery and Tasting Room

1124 Pike St

Seattle, WA 98101

www.starbucks.com/roastery

- Daily Hours: 7:00 AM to 11:00 PM
- 15,000 square foot facility, 6,654 square feet devoted to the Starbucks Café and Tasting Room
- Capacity for the Starbucks Café: 100 people seated, 200 people standing
- Projected to roast 1.4 million pounds of Reserve in the first year – 28-30 coffees per year
- 40 Starbucks partners (employees) on staff
- Two venue room rentals: the Coffee Library (seats 12 people, 20 people standing) and the Coffee Experience Bar (seats 45 people, 100 people standing).
- More than 250 local jobs supported by the creation and staffing of the Roastery.
- 95% of the materials and finished pieces used for the Roastery are made in America.
- Menu includes an array of coffee and tea selections, in addition to pastries, salads, sandwiches, small bites and sweets by Tom Douglas.

If you have questions or need more information, you may contact us at (206) 318-7100 or press@starbucks.com.

© 2014 Starbucks Coffee Company. All rights reserved.