



Starbucks Coffee Company

Dec. 2014

Fact Sheet: The Coffee

Starbucks Reserve® Roastery and Tasting Room

Since opening our first store in Seattle's Pike Place Market more than 40 years ago, we've brought customers small batches of extraordinary coffee such as bright Chanchamayo from the highlands of Peru or smooth Bourbon Santos from Brazil. In 1996, we began to highlight small quantities of exceptional coffee with the Starbucks® Limited Edition program and in 2004, we offered the best single-origin coffees as Black Apron Exclusives® starting with a rare 100 percent Kona coffee. In 2010, the program evolved into Starbucks Reserve® and today, these special, limited-availability coffees are the foundation of the Starbucks Reserve™ Roastery and Tasting Room.

RESERVE AT-A-GLANCE

- All Starbucks Reserve® coffees are roasted and packaged at the Roastery in Seattle, WA.
- Enjoy multiple Starbucks Reserve® offerings as single-cup brewed options in the Starbucks Reserve Roastery and Tasting Room.
- The first Starbucks Reserve® coffee roasted in the new Roastery was Sumatra Lake Toba Peaberry.
- We offer more than 25 Reserve® coffees in a year

ETHICAL SOURCING

- We are committed to ethically sourcing 100 percent of our coffee by 2015
- We have been working with Conservation International for over a decade on our sourcing guidelines.
- Our farmer support centers are located in Costa Rica, Rwanda, Tanzania, Colombia, China and Ethiopia
- In 2013, Starbucks purchased a farm in Costa Rica to act as a global agronomy research center and everything we learn is open sourced to the coffee community
- Starbucks works with the World Coffee Research Institute, SCAA, NCA, Mercy Corps, USAID and many others
- In total, Starbucks has invested more than \$70 million in collaborative farmer programs and activities.

OUR COFFEES

Starbucks sources only Arabica coffee from more than 30 countries from around the world. Its broad range of farmers, co-operatives and suppliers offer a vast ecosystem to supply coffee in small quantities and at scale. This community also ensures that our quality, environmental and ethical sourcing standards are being met. By working with this diverse group not only is Starbucks able to offer customers a variety of core, rare and seasonal coffees but it supports the overall growth and stability of the collective specialty coffee community.

THE RESERVE COFFEE

With more than one million farmers in our supply chain, our green coffee buyers are able to identify special lots that have characteristics unlike any other. Their relationship to the coffee community also affords them the opportunity to go outside of our existing network to find some of the rarest in elevation, climate and geography. Because these coffees offer the unexpected, they are also usually limited in quantity. Some come from places as remote and rugged as the Galapagos Islands and the Mt. Bromo volcano on the Indonesian island of Java. Others may originate a little closer to home, like the Ka'u region on the island of Hawaii. Highlighting our blending expertise, the Starbucks Reserve Roastery and Tasting Room will offer **Pantheon™**—a blend of washed and semi-washed coffees created by our master blenders that perfectly combines our Colombia El Penol, West Java Preanger and Guatemala Santa Clara Acatengo coffees. This blend is exclusive to the Starbucks Reserve® Roastery and Tasting Room and is a balanced, complex and elegant coffee that can be enjoyed brewed or as an espresso beverage.

ETHICAL SOURCING

We know that our success is linked to the success of the farmers who grow our coffee. Our comprehensive approach to ethical sourcing includes providing fair wages, access to farmer loans and technical assistance in order for farmers to navigate the complexities of agriculture – a long term process. Each investment is tailored to the need of the country. In total, Starbucks has invested more than \$70 million in collaborative farmer programs and activities over the past 40 years as part of our ongoing billion-dollar commitment to ethically sourcing 100 percent of Starbucks coffee by 2015.

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

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