



# Starbucks Coffee Company

Dec. 2014

## Fact Sheet: Community

### Starbucks Reserve® Roastery and Tasting Room

Seattle is a city with a deep history in culture and a passion for coffee. We opened our first store in the historic Pike Place Market, and we are honored to open the first-ever **Starbucks Reserve® Roastery and Tasting Room** in this community of sourcing, roasting and brewing enthusiasts, at the heart of where it's all happening – Capitol Hill.

The Roastery is a celebration of where we've been and where we're going. We've drawn inspiration from our coffee expertise, Seattle's history, and the energetic spirit of the Capitol Hill neighborhood. That's why we've teamed up with acclaimed Seattle chef, Tom Douglas, to create food offerings inspired by Starbucks Reserve® coffees, honoring our collective roots in Pike Place Market. Here there is something for everyone—from the moment we open our doors in the morning, during the lunch hour or an evening gathering. It's also why the Roastery was constructed from locally-sourced materials whenever possible and features craftsman merchandise from our favorite local artisans.

#### HONORING OUR HOMETOWN

At its core, the Roastery is a place for locals to discover a new coffee experience, or visit Tom Douglas' Serious Pie restaurant, in the heart of Capitol Hill's unique coffee and culinary community. It's also a place that celebrates the exceptional creativity of Seattle-based artisans, including an exclusive line of hand-blown "drinkers" by Glassybaby, and unique pottery from Foxtail and Five Lines. Also offered is an exclusive coffee-inspired notebook from Field Notes, S'well water bottles, Jenny Pennywood linens and Alessi home goods, giving customers an unexpected mix of local craftsmanship and American-made wares.

#### BUILDING HISTORY & LOCAL MATERIALS

Neighboring the bustling Melrose Market, the Roastery is housed in a building from the 1920s, which was originally a Packard car dealership and part of the historic "Auto Row" of Seattle. To honor our building's history, the entire exterior was retained and the original interior pine ceiling and Terrazzo & concrete flooring were preserved.

*"Capitol Hill is the best home for the Roastery. I'm excited we get to join this community that already has such a strong passion for coffee. All of us are looking forward to sharing the love and care we put into this space with our customers, our partners, and the entire community."*  
– Coulter Smith, general manager, Starbucks Reserve™ Roastery and Tasting Room

#### OUR COMMITMENT TO THE COMMUNITY

Bringing people together, inspiring change and making a difference in people's lives – it's all part of being a good neighbor. And it's a commitment rooted in the belief that we can balance profitability and a social conscience. Starbucks invests in programs designed to strengthen local economies and social communities. Our hometown is no different. Including construction, architecture, design, craftsmanship, and Roastery staff, more than 250 local jobs have been supported by this project.

#### OUR CHEF FRIEND: TOM DOUGLAS



*Tom Douglas is the James Beard award-winning chef behind many of Seattle's top restaurants such as Lola, Dahlia Lounge, Palace Kitchen and Brave Horse Tavern. As likeminded entrepreneurs, Tom and Howard Schultz share a special passion for the Seattle area and bringing the highest quality products to consumers.*

**In cooperation with Tom Douglas, food is an essential part of the Roastery experience. The food menu was created to complement the complex flavors of the coffees offered. Tom's thoughtful and local approach to food will be showcased at the Roastery, whether it's fresh out of the oven, seasonal pizzas from the Serious Pie restaurant inside the building, or the pastries, sandwiches, salads and sweets offered in the Roastery café.**