



Starbucks Coffee Company

Dec. 2014

Fact Sheet: Merchandise

Starbucks Reserve® Roastery and Tasting Room

Part of reinventing the coffeehouse experience, was creating a new retail experience unlike anything customers have seen from Starbucks before. The retail offerings at the Starbucks Reserve® Roastery and Tasting Room were both designed by Starbucks and commissioned by local artists, designers and brands that we believe in and that reflect our brand philosophy. Focused on discovery, the selection is curated in the same way guests will discover coffee in the Roastery – artful, unique, artisan. From pieces created exclusively for Roastery to the serve ware behind the bar, everything was carefully chosen to create a pivotal moment in Starbucks history.

INSPIRING FINDS

The first in our “Artist Series” – a seasonally rotating collection of craftsmanship and design from the most creative people we know:

- **5 Lines Pottery:** Five Lines Mugs, Vases and Pinch Bowls (crackle glaze)
- **Foxtail Pottery:** Foxtail Mugs and Small Plate (Chrysanthemum design)
- **Glassybaby:** Drinkers created with a new four-layer method in colors exclusive for Starbucks: “Sodo” (green), “Capitol Hill” (orange), “1st & Pike” (espresso) and “Madison Park” (blue).

THE STARBUCKS RESERVE COLLECTION

Imagined and brought to life by Seattle designers, a collection of Starbucks Reserve™ Mugs, Starbucks Reserve® Roastery and Tasting Room Mugs, Starbucks Reserve™ Tumblers and more.

EXCEPTIONAL BREWING

Allowing customers to take the Roastery experience home, a curated selection of rare and hard-to-find brewing equipment including: Pour-over, Chemex®, classic stovetop brewers and kettles, presses, espresso machines, scales and grinders.

COLORFUL MUG COLLECTION

A collection of 20 different shapes, sizes, designs and textures displayed on a “Wall of Mugs” brings color and energy into the space– an art installation you can shop from.

LIFESTYLE FINDS

A whimsical collection of small batch linens, custom letterpress cards, S’well bottles, Roastery Field Notes, Hardmill leather merchandise and much more.

ON-THE-GO

With new double walled hot cups, reusable cold cups and custom coffee scooping bags, customers can take the Roastery experience with them on-the-go.



“Starbucks Reserve® coffees are the rarest and exquisite beans we offer, so we wanted to ensure the products we featured were true to that. With a mercantile feel, we also took inspiration from the craftsmanship of the Roastery itself in the hopes of creating a lifestyle around the Reserve® brand that could only be brought to life at the Roastery.”

- Jennifer Quotson, vice president, global brand creative