



Starbucks Coffee Company

Fact Sheet: Starbucks Latin America

July 2014

Quick Facts:

Located in 65 countries worldwide
20,519 retail stores worldwide (as of April 24th, 2014)
More than 740 stores across 13 countries in Latin America
Starbucks has over 10,000 partners across the Latin America region
Starbucks served more than 100 million customers in Latin America in 2013
Starbucks has been purchasing coffee from Latin America for more than 40 years and operating stores in the region for more than 10 years.
Mission: The Starbucks mission is to inspire and nurture the human spirit—one person, one cup, and one neighbourhood at a time.

Starbucks Coffee Heritage in Latin America

Latin America has been a key sourcing region since the company's founding in 1971. The strong coffee heritage is the heart of Starbucks success in the region. These bright and flavourful beans are produced in the region and are enjoyed in all 65 countries where Starbucks coffee is served.

Starbucks is proud to source coffee mainly from Brazil, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, México, Panamá, Peru and Puerto Rico. We have become the largest buyer and roaster of high-quality Colombian Arabica coffee globally and the largest exporter of Colombian coffee in the world.

Starbucks is excited to be part of the momentum of coffeehouse growth in Latin America. Since entering Mexico in 2002, coffee consumption is estimated to have increased 100-150%.

Starbucks Coffee Company in Latin America

Starbucks has been purchasing coffee from Latin America for more than 40 years and operating stores in the region for more than 10 years. Starbucks is committed to doing business responsibly – both where retail stores are located and in the regions where coffee is grown. As a company Starbucks has always believed in the importance of building a great, enduring company that strikes a balance between profitability and a social conscience. Today, Starbucks has more than 740 stores across 13 countries within the region and has served more than 100 million Latin American customers in 2013.

2002	Starbucks opened its first store in Mexico and Puerto Rico	2010	Starbucks opened its first store in Central America in El Salvador
2003	Retail operations began in South America in Peru and Chile	2011	Starbucks opened its first stores in Guatemala and Curacao
2005	Starbucks entered The Bahamas	2012	Starbucks opened its first stores in Costa Rica
2006	Starbucks entered Brazil	2014	Starbucks opens its first store in Colombia
2008	Starbucks entered Argentina		Starbucks announced the entrance to Bolivian market by the end of 2014 and to Panama for early 2015
2009	Starbucks entered Aruba		

The Starbucks Experience in Latin America

At the core of Starbucks success in Latin America is the balance of delivering the *Starbucks Experience* in a way that celebrates the local culture and Starbucks heritage. To celebrate local sourcing, we offer single-origin blends exclusively available in origin markets. We also provide locally relevant beverages and food offerings such as Algarrobina Frappuccino® in Peru, Pao de Queijo in Brazil Envueltos in Mexico and now Almond Croissant with Arequipe in Colombia.

The Starbucks store experience is designed to celebrate and reflect the Latin American culture and focus on community and connection. Our first store in Bogotá embraces its rich coffee heritage and deep cultural roots through featuring local talents; also, it is the 1st Starbucks Reserve® Store with Clover® Brewing System in Latin America.

Our stores are designed to be a safe, welcoming and familiar place for people to connect. We also work to significantly reduce our environmental footprint through energy and water conservation, recycling and green construction. Starbucks is proud to have opened the first LEED store in Latin America in 2011 in Brazil. Currently, Starbucks Brazil has 9 stores that are LEED® certificated. Chile has a total of 6 LEED® certified stores and Mexico and Puerto Rico have 1 certified store each.

Partner Experience

Partners are at the heart and soul of the *Starbucks Experience*. One of the reasons Starbucks is such a great place to work is because of the human connection customers and partners (employees) share every day in our stores around the world. Currently, Starbucks has over 10,000 partners across Latin America.

We know that our success as a company is a direct result of the incredible contributions our partners make every day, and we are proud of the recognition we have received as a top employer. In 2013 for the 7th consecutive year Starbucks Mexico is in the top 20 of the Great Place To Work® (GPTW®) ranking, and for the 3rd consecutive year Starbucks Puerto Rico received the Best Employer award.

Connection to Communities

As a coffee company that sources the majority of our coffee from Latin America, we look forward to deepening our relationships with farmers, their families and the community. From the neighbourhoods where our stores are located to those where our coffee is grown, we are committed to making our communities stronger.

In 2012, we established our second Farmer Support Center in Latin America in Manizales, Colombia which has served over 10,000 farmers. These support centers aim to provide local farmers with the resources and expertise that help lower the cost of production, reduce fungus infections, improve coffee quality and increase the yield of premium coffees.

In 2013, Starbucks announced the expansion of its \$70 Million comprehensive ethical sourcing program with a new farming research and development center in Costa Rica. This center allows Starbucks to help coffee farming communities around the world by mitigating climate change impact and supporting long-term crop stability.

In 2014, as part of Starbucks Global Month of Service, over 220 projects were completed in Latin America, with more than 6,000 volunteers (partners and customers), contributing with almost 25,000 hours of community service: Some projects include:

- Starbucks Brazil allied with Gol de Letra to encourage positive change in public education to benefit children and adolescents. Starbucks and Ação Comunitária conducted the 1st "Starbucks-Youth Connection seminar.
- Partners in Mexico completed over 200 projects cleaning up parks, rehabilitating public spaces, and helping out in schools. Since Mexico GMoS began 4 years ago, they have completed over 53,000 hours.
- Starbucks Peru collaborated with Enseña Peru and national celebrities to promote education in vulnerable areas.
- Puerto Rico celebrated World Wish Day with the Make-A-Wish Foundation, helped out Pennies for Puppies on Re-Do It Day, and celebrated the 6th EcoSports Day by cleaning up beaches, presenting local sports clinic and planting trees.

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