



Fact Sheet

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FOR MORE INFORMATION:

Maeve Sheehan

Public relations director

518-605-9607

masheeha@syr.edu

Starbucks Coffee Company

COMPANY HISTORY

- Founded in Seattle, Washington, by Jerry Baldwin, Zev Siegl and Gordon Bowker in 1971 as a roaster and retailer of whole bean and ground coffee, tea, and spices.
- Artist Terry Heckler develops the brand within the year, inspired by “Moby Dick.”
- Heckler and Bowker create the siren logo, symbolizing the allure of coffee.
- Initial goal: to serve quality fresh-roasted coffee to the Northwestern United States.

EXPANSION AND GROWTH

- Rapid expansion throughout the 1980s and 1990s with the introduction of espresso beverages and the transformation into a global coffeehouse chain.
- Enters international markets in the 1990s, including Japan, Europe, and China, becoming a ubiquitous presence worldwide using Arabica beans from Latin America.
- Acquires three major companies, including Teavana, between 2003 and 2012.
- Continual innovation in loyalty offers and store concepts, such as introducing Starbucks Rewards in 2011 and Starbucks Reserve® Roastery stores in 2014.

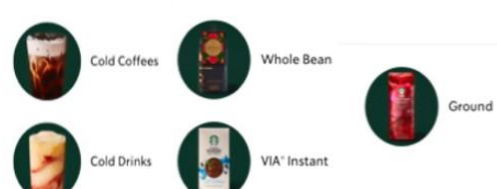
PRODUCT DEVELOPMENT

- Introduction of iconic beverages like the Caffè Latte (1995) and Frappuccino® (1995).
- Diversification of menu to include a range of handcrafted beverages, fresh food and consumer products for at-home enjoyment.

Drinks



At Home Coffee



MORE

CONTINUE

- Creation of the mobile app in 2009 optimizes customer engagement and marketing efforts with ease of access and trend data collection.

COMMUNITY OUTREACH

- The Starbucks Foundation of 1997 expands to increase philanthropic efforts.
- Community Stores of 2011 aim to support underserved neighborhoods.
- The Starbucks Global Partner Emergency Relief Program is established in 2020, with a \$10 million commitment to support partners impacted by COVID-19.
- Launch of the Starbucks Community Resilience Fund in 2021, investing \$100 million to advance racial equity and environmental resilience.

SUSTAINABILITY PRACTICES

- Partnering with Conservation International in 1999 to increase ethical sourcing.
- Investing in wind and solar power energy sources to reduce its carbon footprint.
- Implementing energy-efficient technologies in its stores and roasting facilities to minimize energy consumption since 2005.
- 2017 introduces straw-less lids for iced beverages in U.S. and Canada, hoping to phase out disposable plastic straws by 2020 and operating 'Greener Stores' globally by 2025.

With every cup, with every conversation, with every community- we nurture the limitless possibilities of human connection.

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