



# Timeline

- 1971** Starbucks opens first store in Seattle's Pike Place Market.
- 1982** Howard Schultz joins Starbucks as director of retail operations and marketing. Starbucks begins providing coffee to fine restaurants and espresso bars.
- 1983** Schultz travels to Italy, where he's impressed with the popularity of espresso bars in Milan. He sees the potential to develop a similar coffeehouse culture in Seattle.
- 1984** Schultz convinces the founders of Starbucks to test the coffeehouse concept in downtown Seattle, where the first Starbucks® Caffè Latte is served. This successful experiment is the genesis for a company that Schultz founds in 1985.
- 1985** Schultz founds Il Giornale, offering brewed coffee and espresso beverages made from Starbucks® coffee beans.
- 1987** Il Giornale acquires Starbucks assets with the backing of local investors and changes its name to Starbucks Corporation. Opens in Chicago and first store outside the United States in Vancouver, Canada.  
**Total stores\*:** 17
- 1988** Offers full health benefits to eligible full- and part-time employees, including coverage for domestic partnerships.  
**Total stores:** 33
- 1989** Total stores: 55
- 1990** Starbucks expands headquarters in Seattle.  
Unveils Starbucks Mission Statement: "To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles as we grow."  
**Total stores:** 84
- 1991** Becomes the first privately owned U.S. company to offer a stock option program that includes part-time employees.  
Opens first licensed airport store at Seattle's Sea-Tac International Airport.  
**Total stores:** 116
- 1992** Completes initial public offering (IPO).  
**Total stores:** 165
- 1993** Opens roasting plant in Kent, Wash.  
Announces first two-for-one stock split.  
**Total stores:** 272
- 1994** Opens first drive-thru location.  
**Total stores:** 425

# Timeline

- 1995**     **Begins serving Frappuccino®** blended beverages.  
**Opens first LEED®-certified store** in Hillsboro, Ore.  
**Debuts its first album**, “Blue Note Blend.”  
**Announces second two-for-one stock split.**  
**Opens roasting facility** in York, Pa.  
**Total stores:** 677
- 1996**     **Begins selling bottled Frappuccino®** coffee drink through North American Coffee Partnership.  
**Opens stores in:** Japan (first store outside of North America) and Singapore.  
**Total stores:** 1,015
- 1997**     **Establishes The Starbucks Foundation.**  
**Opens stores in:** Philippines.  
**Total stores:** 1,412
- 1998**     **Extends the Starbucks brand into grocery** channels across the U.S.  
**Opens in underserved neighborhoods** through joint-venture partnership with Magic Johnson.  
**Launches Starbucks.com.**  
**Establishes the CUP Fund** emergency financial assistance fund for partners.  
**Opens stores in:** Malaysia, New Zealand, Taiwan, Thailand, United Kingdom.  
**Total stores:** 1,886
- 1999**     **Partners with Conservation International** to promote sustainable coffee-growing practices.  
**Announces third two-for-one stock split.**  
**Opens stores in:** China, Kuwait, Lebanon and South Korea.  
**Total stores:** 2,498
- 2000**     **Opens stores in:** Australia, Bahrain, Hong Kong, Qatar, Saudi Arabia and United Arab Emirates.  
**Total stores:** 3,501
- 2001**     **Introduces ethical coffee-sourcing guidelines** developed in partnership with Conservation International.  
**Introduces the Starbucks Card.**  
**Announces fourth two-for-one stock split.**  
**Opens stores in:** Austria and Switzerland.  
**Total stores:** 4,709
- 2002**     **Establishes Starbucks Coffee Trading Company (SCTC)** in Lausanne, Switzerland.  
**Launches Wi-Fi** in stores.  
**Opens stores in:** Germany, Greece, Indonesia, Mexico, Oman, Puerto Rico and Spain.  
**Total stores:** 5,886

# Timeline

- 2003** **Acquires Seattle Coffee Company**, which includes Seattle's Best Coffee® and Torrefazione Italia® coffee.  
**Opens roasting facilities** in Carson Valley, Nev., and Amsterdam, Netherlands.  
**Opens stores in:** Chile, Cyprus, Peru and Turkey.  
**Total stores:** 7,225
- 2004** **Opens first Farmer Support Center** in San José, Costa Rica.  
**Introduces Starbucks Coffee Master Program.**  
**Opens stores in:** France.  
**Total stores:** 8,569
- 2005** **Acquires Ethos Water.**  
**Announces fifth two-for-one stock split.**  
**Opens stores in:** Bahamas, Ireland and Jordan.  
**Total stores:** 10,241
- 2006** **Launches the industry's first paper beverage cup containing post-consumer recycled fiber.**  
**Opens stores in:** Brazil and Egypt.  
**Total stores:** 12,440
- 2007** **Eliminates all artificial trans fat and makes 2 percent milk the new standard** for espresso beverages.  
**Opens stores in:** Denmark, Netherlands, Romania and Russia.  
**Total stores:** 15,011
- 2008** **Chairman Howard Schultz returns as chief executive officer** and begins transformation of the company.  
**Acquires Coffee Equipment Company** and its Clover® brewing system.  
**Adopts new Mission Statement:** "To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time."  
**Establishes social media presence**, launching Starbucks first online community, My Starbucks Idea. Also joins Twitter and debuts Starbucks Facebook page.  
**Opens stores in:** Argentina, Belgium, Bulgaria, Czech Republic and Portugal.  
**Total stores:** 16,680
- 2009** **Launches Starbucks VIA® Instant.**  
**Opens Farmer Support Center** in Kigali, Rwanda.  
**Launches** My Starbucks Rewards® loyalty program and first iPhone® app with Starbucks Card mobile payment.  
**Opens Roasting Plant** in Sandy Run, S.C.  
**Opens stores in:** Aruba and Poland.  
**Total stores:** 16,635
- 2010** **Expands digital offerings for customers** with free unlimited Wi-Fi.  
**Opens stores in:** El Salvador, Hungary and Sweden.  
**Total stores:** 16,858

# Timeline

- 2011**    **Launches first annual Global Month of Service** to celebrate company's 40<sup>th</sup> anniversary.  
**Opens first Community Stores** in Harlem and Crenshaw neighborhoods.  
**Acquires Evolution Fresh.**  
**Opens Farmer Support Center** in Mbeya, Tanzania.  
**Opens stores in:** Curacao, Guatemala and Morocco.  
**Total stores:** 17,003
- 2012**    **Introduces Starbucks® Blonde Roast.**  
**Opens Farmer Support Centers** in Manizales, Colombia and Yunnan, China.  
**Adds handcrafted Starbucks Refreshers®** to its beverage platform.  
**Acquires Teavana.**  
**Opens Starbucks Soluble Plant** in Augusta, Ga.  
**Opens stores in:** Costa Rica, Finland, India and Norway.  
**Total stores:** 18,066
- 2013**    **Strengthens ethical sourcing efforts** with coffee farming research and development center at Hacienda Alsacia in Costa Rica.  
**Starbucks ceo Howard Schultz reinforces company's commitment to marriage equality** at company's annual meeting of shareholders.  
**Opens Evolution Fresh® juicery** in Rancho Cucamonga, Calif.  
**First military family stores** open near military bases in Lakewood, Wash. and San Antonio, Texas.  
**Opens stores in:** Monaco and Vietnam.  
**Total stores:** 19,767
- 2014**    **Creates Starbucks College Achievement Plan** with Arizona State University to offer qualifying Starbucks U.S. partners the opportunity to complete a college degree through ASU's online degree program.  
**Announces commitment to hiring** 10,000 veterans and military spouses by 2018.  
**Opens first Starbucks Reserve® Roastery** in Seattle.  
**Launches Starbucks® Mobile Order & Pay.**  
**Opens Farmer Support Center** in Addis Ababa, Ethiopia.  
**Opens stores in:** Bolivia, Brunei and Colombia.  
**Total stores:** 21,366
- 2015**    **Launches Cold Brew iced coffee.**  
**Announces sixth two-for-one stock split.**  
**Commits to hiring at least 10,000 Opportunity Youth** by 2018 and leads the 100,000 Opportunities Initiative.  
**Expands Starbucks College Achievement Plan** to offer full tuition coverage for all four years of an undergraduate degree for qualifying U.S. Starbucks partners. Commits to 25,000 partners graduating by 2025.  
**Reaches 99% ethically sourced coffee** milestone.  
**Opens Farmer Support Center** in North Sumatra, Indonesia.

# Timeline

- 2015 (cont.)** **Announces the Sustainable Coffee Challenge** to make coffee the world's first sustainably sourced agricultural product.  
**Opens stores in:** Azerbaijan, Cambodia, Kazakhstan and Panama.  
**Total stores:** 23,043
- 2016** **Opens store and on-site training center in Queens, N.Y. and Ferguson, Mo.,** the first of many locations the company opens in diverse, low- to medium-income urban communities.  
**Launches Starbucks® FoodShare,** a program to donate ready-to-eat meals to food banks across the United States.  
**Opens Farmer Support Center** in Chiapas, Mexico.  
**Opens stores in:** Andorra, Luxembourg, Slovakia, South Africa and Trinidad and Tobago.  
**Total stores:** 25,085
- 2017** **Expands hiring commitment** to 25,000 service members, veterans and military spouses by 2025, after reaching milestone of 10,000 hires. Expands hiring commitment to include 10,000 refugees around the world by 2022.  
**Kevin Johnson becomes chief executive officer.** Howard Schultz transitions to executive chairman.  
**Opens Starbucks Reserve® Roastery** in Shanghai.  
**First Princi™ bakeries for Starbucks** open in Starbucks Roastery locations.  
**Opens stores in:** Jamaica.  
**Total stores:** 28,039
- 2018** **Commits to new environmental goals:** phasing out disposable plastic straws by 2020 and operating 10,000 'Greener Stores' globally by 2025.  
**Opens Starbucks Reserve® Roastery locations** in Milan and New York.  
**Reaches 100 percent pay equity** for partners of all genders and people of all races performing similar work in the U.S.  
**Starbucks and Nestlé form Global Coffee Alliance.**  
**Howard Schultz retires from Starbucks,** becomes chairman emeritus.  
**Opens stores in:** Italy and Uruguay.  
**Total stores:** 29,865
- 2019** **Opens Starbucks Reserve® Roastery locations** in Tokyo and Chicago.  
**Reaches goal of hiring 25,000 veterans and military spouses** six years early, commits to hiring 5,000 more each year.  
**Leadership Experience in Chicago** gathers 12,000 store managers and field leaders to connect with coffee, communities and each another.  
**Opens stores in:** Cayman Islands, Malta, Serbia and Turks and Caicos.  
**Total stores:** 31,795
- 2020** **Announces new sustainability aspiration** to become resource positive, "Giving more than we take from the planet."  
**Transforms mental health benefits,** including new resources for U.S. partners.  
**Introduces strawless lids** for iced beverages in stores in the U.S. and Canada.  
**Opens stores in:** Dominican Republic.  
**Total stores:** 32,660 (as of Oct. 29, 2020)