



# Starbucks Company 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 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

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- 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: England, Malaysia, New Zealand, Taiwan and Thailand.  
Total stores: 1,886
- 1999** Acquires Tazo Tea.  
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** Establishes licensing agreement with TransFair USA to sell Fairtrade certified coffee in U.S. and Canada.  
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, Scotland, Switzerland and Wales.  
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
- 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

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- 2004** Opens first **Farmer Support Center** in San Jose, Costa Rica.  
Introduces **Starbucks Coffee Master Program**.  
Opens stores in: France and Northern Ireland.  
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, the 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
- 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.  
Launches **Starbucks® K-Cup® packs**.\*  
Acquires **Evolution Fresh**.  
Opens **Farmer Support Center** in Mbeya, Tanzania.  
Launches **Create Jobs for USA** to encourage small-business growth.  
Opens stores in: Guatemala, Curacao and Morocco.  
Total stores: 17,003
- \* Keurig, K-Cup, and the K logo are trademarks of Keurig Green Mountain, Inc., used with permission

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- 2012** Introduces Starbucks® Blonde Roast.  
Opens Farmer Support Centers in Manizales, Colombia and Yunnan, China.  
Acquires La Boulange.  
Adds Starbucks Refreshers® to its beverage platform.  
Acquires Teavana.  
Opens Starbucks Soluble Plant in Augusta, Ga.  
Launches Verismo® System by Starbucks, a premium single-cup solution for at-home beverages  
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 in Costa Rica.  
Starbucks ceo Howard Schultz reinforces company's commitment to marriage equality at company's Annual Shareholders Meeting.  
Opens Evolution Fresh juicery in Rancho Cucamonga, Calif.  
First military family stores open near military bases in Lakewood, Wash. and San Antonio, Tex.  
Opens stores in: Vietnam and Monaco.  
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 stores in: 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, a coalition of leading companies to create pathways to employment for young people.  
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 and launches commitment to provide coffee trees for farmers impacted by coffee rust.  
Announces the Sustainable Coffee Challenge at the U.N. climate negotiations in Paris in partnership with Conservation International and other industry leaders to make coffee the world's first sustainably sourced agricultural product in the world.  
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 FoodShare, a program to donate ready-to-eat meals to food banks across the U.S.  
Joins TurboVote Challenge to encourage civic participation in the U.S.  
Debuts "Upstanders," an original series that spotlights civic engagement and service.  
Opens stores in: Andorra, Luxembourg, Slovakia, South Africa, and Trinidad and Tobago.  
Total stores: 25,085

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**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.

**Debuts voice ordering** with Starbucks mobile app and Amazon Alexa platform.

**Opens Starbucks Reserve® Roastery** in Shanghai.

**First Princi bakeries for Starbucks** open in Starbucks Roasteries.

**Opens stores in:** Jamaica.

**Total stores:** 28,039

**2018** Commits to new environmental goals: phasing our plastic straws by 2020 and operating 10,000 'Greener Stores' globally by 2025.

**Opens Starbucks Reserve® Roastery locations** in Milan and New York.

**First U.S. Signing Store opens** in Washington, D.C., led by partners fluent in American Sign Language.

**Howard Schultz retires from Starbucks,** becomes chairman emeritus.

**Opens stores in:** Italy.

**Total stores:** 29,865