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
Starbucks Company 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

     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
Starbucks Company Timeline

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. 
Total stores: 16,858

2011  Launches first annual Global Month of Service to celebrate company's 40th 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
Starbucks Company Timeline

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
Starbucks Company Timeline

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