



Starbucks Coffee Company

Starbucks Music with Spotify

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Starbucks customers now have a new way to **discover music** at Starbucks, **save songs** they like, and **listen to that music on Spotify, wherever they are**. Customers can access this digital music experience through Starbucks® app for iPhone® and Android™, where they will see what songs are playing overhead at Starbucks® stores, view recently-played songs, access Starbucks-curated playlists and artists features, and listen to those songs and playlists anywhere you go on Spotify. This in-store music experience is available at more than 7,500 company-operated stores in the U.S.

Special Features

- **Now Playing** – See what song and artist is playing in a participating Starbucks store, with the option of saving it to your personal Spotify playlist*
- **Recently Played** – See the last five songs played in a Starbucks store, with the option of saving them to your personal Spotify playlist*
- **Saved at Starbucks** – Create your own playlist on Spotify from songs overheard at a Starbucks store or found from Starbucks Music
- **Starbucks Playlists** – Playlists available on Starbucks profile on Spotify, featuring over 40 years of curated music from a variety of well-known and emerging artists
- **Artist Features** – A weekly feature that will include music from new and emerging artists, as well as artist-curated playlists. Curated by Starbucks, available in Spotify
- **Love** – Tell Starbucks music team when you like what you hear by pressing the heart icon in the app, and influence future Starbucks playlists

How It Works

Customers can follow these easy steps:

1. **Download the Starbucks mobile app for iPhone or Android and sign in to My Starbucks Rewards.** Make sure location services are enabled.
2. **Open the Starbucks mobile app in a Starbucks® store.** New music features within the Starbucks app will automatically show you what's "Now Playing" and "Recently Played" in participating Starbucks stores.
3. **Discover music, curated by Starbucks:** Select songs to "save" to a personal playlist on Spotify, tell Starbucks you "love" a song to influence future Starbucks playlists, "share" a song with your social networks, and "Play it on Spotify."**
4. **Listen anytime:** Listen to songs you saved at Starbucks, or listed to a Starbucks-curated playlist, both inside and out of Starbucks stores, anytime on Spotify.

Starbucks Digital Ecosystem

The integration of Starbucks Music with Spotify is the latest addition to Starbucks industry-leading digital ecosystem, leveraging the world-class Starbucks mobile apps. With more than 16 million active users, Starbucks mobile apps enable the My Starbucks Rewards® loyalty program and includes features such as mobile payment and Mobile Order & Pay.

*Starbucks customers will need a Spotify account to save or create Spotify playlists.

**You must have a Spotify account to play music and must connect your Starbucks and Spotify Free or Premium accounts to save music.

For More Information: News media, please contact us at press@starbucks.com.

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History of Music at Starbucks

1971: From the Start: Music is part of the original *Starbucks Experience* with cassettes playing in stores

1990: Programming Begins: Timothy Jones, one of the originators of the music experience at Starbucks, carefully selects music packages for Starbucks stores nationwide.

1994-1995: Curation & Discovery:

- Jones begins tailoring music song-by-song for a more personalized experience in stores.
- Kenny G's holiday album, *Miracles*, becomes the first CD sold in Starbucks stores.
- Starbucks launches its first compilation CD, *Blue Note Blend*, which goes on to sell more than 75K copies.

1999: Music Business: Starbucks acquires the record label Hear Music, with Paul McCartney as the first artist to sign on. Less than a year later, Starbucks CD selection increases from two to 10 titles each month.

2004: Artist Collaboration: Starbucks co-releases Ray Charles' triple-platinum Grammy-winning album *Genius Loves Company*.

2007: Digital Music: Starbucks launches Apple partnership with iTunes Wi-Fi Music Store, giving customers the ability to download a free song with Song of the Day Cards in-stores.

2008-2012: Pick of the Week: In 2008, Pick of the Week cards give customers a chance to discover complimentary new music and music videos each week. In 2012, that experience moves to the Starbucks App.

2015: Starbucks moves towards digital streaming: Starbucks stops selling CDs in stores and announces upcoming digital music partnership with Spotify.