



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

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- 2003** **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 and Romania.
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

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- 2011** **Launches first annual Global Month of Service** to celebrate company's 40th anniversary.
Opens first Community Stores in Harlem and Crenshaw neighborhoods.
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.
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.
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

Timeline

- 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.
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.
Anti-bias training: More than 8,000 U.S. Starbucks stores temporarily shut down for racial bias education.
Starbucks and Nestlé form Global Coffee Alliance.
Starbucks Delivers launches with UberEats.
Tryer Center innovation lab opens at Starbucks Support Center in Seattle.
First U.S. Starbucks Signing Store opens in Washington, D.C.
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 other.
First-ever Starbucks® Pick-up store opens in New York City's Penn Plaza.
Nitro Cold Brew available nationwide in the United States.
Opens stores in: Cayman Islands, Malta, Serbia and Turks and Caicos.
Total stores: 31,795

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- 2020** **COVID-19 declared a global pandemic.** Starbucks stores around the world respond with modified store operations and launch of curbside pickup.
Starbucks Global Partner Emergency Relief Program is established with a \$10 million commitment to support partners around the world impacted by COVID-19.
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.
Announces new racial and social equity commitments.
Opens stores in: Dominican Republic.
Total stores: 32,938
- 2021** **Creates the Starbucks Community Resilience Fund,** committing to invest \$100 million to advance racial equity and environmental resilience.
Creates accessible experience for blind and low vision customers with Aria.
Opens Farmer Support Center in Varginha, Brazil.
Opens stores in: Barbados
Total stores: 34,317
- 2022** **Announces People Positive aspiration** to enhance the well-being of 1 billion people globally by 2030.
Howard Schultz steps in as interim chief executive officer as company enters new era of Reinvention. **Laxman Narasimhan** is named Starbucks next ceo.
Opens stores in: Laos
Total stores: 36,160 (as of Jan 1, 2022)