



Starbucks Coffee Company

Fact Sheet: Jonathan Adler Collaboration

June 2010

Under Embargo until
November 16, 2010

Sharing Holiday traditions with Starbucks and Designer Jonathan Adler



The holidays are all about sharing moments with people in our lives. Whether you share your holiday traditions in person over a cup of coffee or through an intimate note that appears in the mailbox, stories are shared that spark connection and become the backbone of the holiday spirit.

In that spirit, Starbucks has collaborated with designer Jonathan Adler for one-of-a-kind creations to share with loved ones – the limited-edition **(STARBUCKS)^{RED} Jonathan Adler Ceramic To-Go Cup** and **(STARBUCKS)^{RED} Jonathan Adler Card and Carrier**.

Jonathan believes in bringing style and joy into your home, and these special Starbucks offerings will do just that while also providing you a way to give back this holiday season. By teaming with **(RED)TM**, Starbucks is working together with customers, reaching out to the communities in Africa where coffee is grown, and helping to improve the lives of those living with HIV.

The Inspiration...

“The design represents two sources of inspiration I feature in all of my pieces – Peace and Love.”
- *Jonathan Adler*



Working with **(RED)TM** and the Global Fund is another part of our ongoing commitment to the people and communities that grow our coffee. While supplies last, Starbucks will contribute **\$1 U.S. to the Global Fund** from sale of each **(STARBUCKS)^{RED} Jonathan Adler Ceramic To-Go Cup**. Each time a customer pays for their purchase at participating stores in the U.S. and Canada with their **(STARBUCKS)^{RED} Jonathan Adler Card** through 12/31/11, Starbucks will contribute **\$.05 U.S. to the Global Fund**.

A bit on Jonathan Adler...



Iconic potter, designer, author and TV personality Jonathan Adler is dedicated to bringing style, craft, joy, and a general feeling of grooviness to your home.

His eponymous company has grown to become an internationally recognized home- and gift-oriented lifestyle brand with 12 stores nationwide, offering decorative objects, tabletop collections, bedding, bath accessories, candles, furniture, rugs, pillows, and lighting. Jonathan Adler is known for a design aesthetic which pairs modernist forms with bold colors and groovy graphics.

The company motto, “If your heirs won’t fight over it, we won’t make it,” reflects Jonathan’s commitment to impeccable craftsmanship and panache.