



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 Howard 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 Howard 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 Howard 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.
Total stores: 33
- 1989 Total stores: 55**
- 1990 Starbucks expands headquarters** in Seattle.
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
- 1995 Begins serving Frappuccino® blended beverages.**
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.

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Opens stores in: Japan (first store outside of North America) and Singapore.

Total stores: 1,015

1997 Establishes the Starbucks Foundation.

Opens stores in: the Philippines.

Total stores: 1,412

1998 Extends the Starbucks brand into grocery channels across the U.S.

Launches Starbucks.com.

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.

Acquires Hear Music, a San Francisco-based music company.

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

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

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- 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.
Acquires Coffee Equipment Company and its Clover® brewing system.
Launches My Starbucks Idea, Starbucks first online community. 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™ Ready Brew Coffee.
Opens East Africa Farmer Support Center in Kigali, Rwanda.
Launches Starbucks loyalty program and Starbucks Card mobile payment.
Opens stores in: Aruba and Poland.
Total stores: 16,635
- 2010** Expands digital offerings for customers with free unlimited Wi-Fi, Starbucks Digital Network.
Seattle's Best Coffee reinvents business strategy to extend brand's reach.
Opens stores in: El Salvador, Hungary and Sweden.
Total stores: 16,858
- 2011** Launches Starbucks® K-Cups® portion packs.
Acquires Evolution Fresh.
Opens stores in: Guatemala, Curacao and Morocco.
Total stores: 17,003
- 2012** Introduces Starbucks® Blonde Roast.
Announces Verismo® system by Starbucks premium single-cup espresso machine.
Opens Farmer Support Centers in Manizales, Colombia and Yunnan, China.
Acquires La Boulange® bakery brand to elevate core food offerings.
Launches Starbucks Refreshers™ beverage platform.
Acquires Teavana to transform the tea category.
Opens stores in: Costa Rica, Finland, India and Norway.
Total stores: 18,066

Starbucks Company Timeline

2013 Strengthens ethical sourcing efforts with new coffee farming research and development center in Costa Rica.

Announces strategic agreement with Danone for specialty yogurt products.

Launches Tweet-a-Coffee.

Opens 1,000th stores in China and Japan.

Opens stores in: Vietnam and Monaco.

Total stores: 19,767

2014 Announces collaboration with Oprah Winfrey to co-create Teavana® Oprah Chai tea.

Enhances iPhone app with shake to pay and digital tipping.

Announces landmark Starbucks College Achievement Plan to help thousands of U.S. Starbucks partners (employees) complete their education.

Offers New Summer Refreshment options with Fizzio™ Handcrafted Sodas and Teavana® Shaken Iced Teas.

Opens stores in: Brunei and Colombia.

Total stores: 20,519 (as of March 30, 2014)

* All store counts (except where otherwise noted) reflect the end of the fiscal year.

Current store count includes Starbucks Coffee, Seattle's Best Coffee, Teavana and Evolution Fresh retail