



# 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), with common stock being traded on the NASDAQ National Market under the trading symbol SBUX.  
Total stores: 165
- 1993** Opens roasting plant in Kent, Wash.  
Announces first two-for-one stock split.  
Total stores: 272
- 1994** Total stores: 425
- 1995** Begins serving Frappuccino® blended beverages.  
Introduces Starbucks® super-premium ice cream.  
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 (Starbucks and Pepsi-Cola North America).  
Opens stores in: Japan (first store outside of North America) and Singapore.  
Total stores: 1,015
- 1997** Establishes The Starbucks Foundation, benefiting local literacy programs.  
Opens stores in: the Philippines.  
Total stores: 1,412
- 1998** Acquires Tazo, a tea company based in Portland, Ore.  
Extends the Starbucks brand into grocery channels across the U.S.  
Launches Starbucks.com.  
Opens stores in: Malaysia, New Zealand, Taiwan, Thailand and U.K.  
Total stores: 1,886
- 1999** 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** Howard Schultz transitions to chairman and chief global strategist, Orin Smith promoted to president and chief executive officer.  
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

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- 2001** Introduces ethical coffee-sourcing guidelines developed in partnership with Conservation International.  
**Introduces the Starbucks Card**, an innovative stored-value card for customers to use and reload.  
**Announces fourth two-for-one stock split.**  
**Opens stores in:** Austria and Switzerland.  
**Total stores:** 4,709
- 2002** Starbucks enters into licensing agreements with national Fair Trade organizations to sell Fairtrade certified coffee in the countries where Starbucks does business.  
**Establishes Starbucks Coffee Trading Company (SCTC)** in Lausanne, Switzerland.  
**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 brands.  
**Opens roasting facility** 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.  
**Releases Ray Charles, Genius Loves Company CD** through a collaboration with Concord Records.  
**Introduces Starbucks Coffee Master Program .**  
**Opens stores in:** France.  
**Total stores:** 8,569
- 2005** Jim Donald becomes president and chief executive officer to replace retiring Orin Smith.  
**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, saving more than 75,000 trees each year.  
**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 in all U.S. stores as part of commitment to health and wellness.  
**Opens stores in:** 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.  
**Announces Starbucks™ Shared Planet™**, the company's long-term commitment to conducting business responsibly. Expands partnership with Conservation International for work on ethical sourcing and climate change.  
**Launches Pike Place Roast™\*\***, which quickly becomes Starbucks top-selling coffee .  
**Opens stores in:** Argentina, 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.  
**Starbucks partners with (RED)™ to help save lives in Africa.**  
**Starbucks named on of the most engaged brand in social media.** Launches myStarbucks and Starbucks Card iPhone apps and Starbucks Card Mobile payment.  
**Opens stores in:** Poland and Aruba.  
**Total stores:** 16,635
- 2010** Expands digital offerings for customers with free unlimited Wi-Fi, Starbucks Digital Network in U.S. stores.  
**Seattle's Best Coffee reinvents** business strategy to extend brand's reach.  
**Expands coffee offerings** with ultra-premium Starbucks Reserve™ line and Starbucks® Natural Fusions, the first nationally-branded naturally-flavored packaged coffee  
**Announces first Asia Farmer Support Center** in Yunnan Province, China.  
**Opens stores in:** Hungary and El Salvador.  
**Total stores:** 16,858

\* All store counts reflect end of fiscal year for company-owned stores

\*\* (Pike Place is a trademark of the Pike Place Market PDA, used under license).