



Starbucks Glossary

This resource outlines language and grammar usage for printed and electronic communications and provides basic definitions of company terms and programs.

Please submit feedback regarding the Starbucks Glossary to the [Partner Communications](#) email account.

Objective To outline language and grammar usage for printed and electronic communications and provide basic definitions of company terms and programs.

Audience Starbucks partners

Key Entries are sorted alphabetically, appear in boldface, and represent the accepted word form. Some entries offer only the correct spelling or format; other entries include a definition, explanation or accepted usage.

Abbreviations and Acronyms A list of abbreviations and acronyms not included within the Glossary is included as an appendix. Where abbreviations and acronyms are part of common usage, they are included in the Glossary twice: once as an individual entry and once following their full reference.

Trademark/ Copyright/ Logo Usage Contact Law & Corporate Affairs Marcom (Marketing & Communications) at marcom@starbucks.com with questions on proper trademark, copyright or logo usage.

Additional References If a question cannot be answered by the Glossary, the references below should determine usage, spelling and style, and should be consulted in the order listed:

- The Associated Press Stylebook and Briefing on Media Law
 - Webster's New World College Dictionary, Fourth Edition
 - International Standards Organization (ISO)
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Legal Guidelines Print and electronic communications require legal review prior to dissemination or use. Examples include: materials relating to significant financial or strategic actions of the company; advertising, marketing and packaging materials (whether created internally or by an outside firm or agency); information relating to contests or raffles; press releases; and contracts or agreements.

If you have any questions about whether a communication requires legal review, contact Law & Corporate Affairs Marcom (Marketing & Communications) at marcom@starbucks.com.

Item	Definition/Usage (if needed)
abbreviations and acronyms	Should be fully written on first reference with abbreviation or acronym in parenthesis. Abbreviation/acronym alone is acceptable in subsequent references (e.g., Starbucks Support Center (SSC), subsequently referred to as SSC). Use abbreviations for measurement, weight , volume , length , etc. in parentheses, tables, lists, bullet points, charts and beverage recipe cards. In sentences, measurements except temperature should be spelled out.
accommodation	Services or assistance for persons with disabilities; use in place of "special needs."
Action Item	Store communication indicating that action is required by store partners during the week the communication is posted.
ADP	Accelerated Development Program (ADP) for high-performing store managers to develop them into district managers. ADP is also the name of the external vendor that prints Starbucks paychecks and direct deposit notices.
Advanced Store Training (AST)	Supervisor/management training designed to assist licensed store leads, whether managers or supervisors, to meet the expectations of managing a licensed store.
Alert	Store communication indicating that immediate action is required by store partners; generally of legal, safety or business critical importance. Linked to an Action Item for operational details.
(&) ampersand	Use when part of a proper name or to replace "and" in an acronym (e.g., L&CA, even if the ampersand is not part of the full proper name). Acceptable to use in headlines. Do not use in text unless part of a proper name or acronym.
anticipate	One of four behaviors in Starbucks Customer Service Vision . "We observe the customer – understanding their needs at each moment, during each visit. This means we respond with appropriate pacing and speed, being respectful of their time, personalizing each moment with accuracy."
AP (Associated Press) Style	Unless otherwise noted, Starbucks communications generally follow AP Style.
<i>arabica</i>	Italicize. Do not capitalize unless beginning a sentence. One of two species of coffee beans; also see robusta . All Starbucks® coffees are <i>arabica</i> .
Area	Capitalize when referring to the organizational unit of company-operated stores in the U.S. and Canada. An Area is overseen by a regional director.
ARP	Amsterdam Roasting Plant. See distribution center and roasting plant .
ASM	In retail, refers to an assistant store manager. In Foodservice, refers to an account services manager.
associates	Licensed store employees are referred to as associates. Not capitalized unless used at the beginning of a sentence.
AST	See Advanced Store Training .
Automated Data Processing (ADP)	Prints paychecks for all U.S. and Canada partners, except partners located in the SSC.
auto-receive	Hyphenate.
auto-reload	Write as "automatically reload" or "automatic reload" in the first instance. In subsequent instances, write it as "auto-reload."
autoreplenish, autoreplenishment	Do not hyphenate.

Item	Definition/Usage (if needed)
autoship, autoshipment	Do not hyphenate.
B&N	See Barnes & Noble .
back of house (BOH)	Refers to the non-customer facing area of a store.
Back Office PC (BOPC)	Used in place of the Manager's Workstation in company-operated stores with a Symphony POS.
barista	A partner or licensed store associate working in a retail position at Starbucks.
Barista Need-to-Know (BNTK)	An SSC communication tool for store partners and associates that provides an overview of a promotion or program and may also include questions and answers baristas can use to respond to customer inquiries. Title case, hyphenated.
Barnes & Noble	A Starbucks Foodservice customer. Most locations feature a Barnes & Noble Café, serving a modified Starbucks® beverage menu.
<i>Bean Stock</i>	Title case, italicized. Established in 1991, an opportunity for eligible partners to share in the financial success of the company through shares of Starbucks stock.
Beanbook	Starbucks internal directory, available in Outlook using the Address Book button and online through the Starbucks Partner Portal . Also referred to as the Global Address Book.
BEC	See Business Ethics and Compliance .
beverages	<ul style="list-style-type: none"> Beverage names should be capitalized and appear in documents in proper name form (e.g., Caffè Latte, Caffè Mocha, Cappuccino) as defined in the <i>Beverage Resource Manual</i>. If the beverage is customized, all elements, including size, should be capitalized as part of the proper noun/name (e.g., Tall Vanilla Soy Latte). Do not capitalize if the beverage is not a specific Starbucks® drink (e.g., "Our grande lattes contain 16 fl oz., and our venti lattes have 20 fl oz." "This offer is good for any tall latte." "A traditional cappuccino is made with more foam."). Cup sizes should not be capitalized unless part of a proper noun/name (see first two bullets above).
blend	The combination of two or more single-origin coffees mixed together for a complementary flavor. See single-origin .
blind	Correct term. Use in place of "visually impaired" or "the blind"; use with person-first language, e.g., "customers who are blind."
Business Ethics and Compliance (BEC)	A program that supports Our Starbucks Mission and helps protect our culture and our reputation by providing resources that help partners make ethical decisions at work.
Café	Title case with accent mark. A Barnes & Noble Starbucks Foodservice customer's location.
cafe	Lowercase, no accent mark. A Seattle's Best Coffee company-operated, franchised or licensed location.
C.A.F.E. Practices	<p>Coffee and Farmer Equity Practices, or C.A.F.E. Practices, are independently verified coffee-purchasing guidelines, first implemented by Starbucks in 2004.</p> <p>Comprehensive set of environmental, social and economic guidelines Starbucks uses to source coffee.</p> <p>Use periods in the acronym, and do not include an accent over the "E."</p>

Item	Definition/Usage (if needed)
Canada	In keeping with International Standards Organization (ISO) standards, Canada is now abbreviated as CA (not CN) for the country; CAN for Canadian currency. However, to avoid confusion with the state abbreviation for California, spell out Canada rather than abbreviating whenever possible.
CARE	An international nonprofit aid and development organization dedicated to fighting global poverty. Starbucks has supported CARE since 1992, helping to improve the lives of people in communities dependent on the production of coffee.
Career Coffee Break	Title case. Describes a Starbucks sabbatical leave of absence.
case pack	Two words.
CD titles	Generally, CD titles should be listed in quotes: artist name, “album title” (e.g., Herbie Hancock, “Possibilities”).
CDC	See Consolidated Distribution Center .
certified coffees	Certified coffees have been grown or sold in ways that help preserve the natural environment and/or promote economic stability. These coffees have been certified by a third-party organization.
certified organic coffee	Certified organic coffee is grown without the use of synthetic pesticides, herbicides or chemical fertilizers, which helps maintain healthy soil and ground water. The beans must also be processed in certified organic mills and roasting facilities.
chairman, president and ceo	Howard Schultz’s title. Lowercase.
Channel Development	Division responsible for Starbucks branded products outside of our retail stores. The team works with various business partners across the categories to produce, distribute and market products.
CI	See Conservation International .
Clover® brewing system	Developed by The Coffee Equipment Company (founded in 2004, acquired by Starbucks in 2008), this innovative brewing system allows a barista to quickly deliver one freshly brewed cup of coffee at a time. This technique, which blends the best of the vacuum pot and coffee press methods, further develops and unlocks the coffee’s aroma, flavor, body and acidity. Coffees made using this system are Clover® brewed.
coffee	Always capitalize names of coffees. The full name should be used as it appears in the <i>Coffee and Tea Resource Manual</i> , including appropriate trademark (™ or ®) symbols. Coffee produced by Starbucks is Starbucks® coffee.
Coffee Ambassador	Qualified coffee masters who demonstrate their knowledge about coffee, exhibit excellent tasting skills and are able to effectively communicate coffee information to others.
Coffee Master	A training program through which partners can learn more about coffees. Qualified partners earn black aprons, which are worn as symbols of their coffee expertise.
coffee press	A brewing process that includes a carafe, plunger and metal screen. Used to prepare coffee ground to a specific coarseness by pouring boiling water over it and pressing the screen down over the coffee grounds. Reference as “coffee press”, not “French press” or “press pot.”
coffee sourcing guidelines	See C.A.F.E. Practices .
Coffee Tasting Guide	A tool to help partners explore the world of Starbucks coffee by recording thoughts and experiences as you taste each one.

Item	Definition/Usage (if needed)
Coffee Traveler (U.S.) / Coffee Traveller (Canada)	Sometimes referred to as Coffee-to-go but should always be referred to by its proper name.
Coffeegear™	The official source for partners to purchase Starbucks branded apparel and promotional items for work or personal use. Items are available for purchase at www.starbuckscoffeegear.com and at the SSC Coffeegear store.
coffee-growing country	A country where coffee is grown and from which it is sourced. Do not use "country of origin."
coffeehouse	One word.
Cold Beverage Station (CBS)	
comma, serial	Do not use a serial comma unless needed to ensure that the meaning is clear. For example: "He bought coffee, a scone and a CD." – no comma after "scone" "He bought coffee and a scone at Starbucks, milk at the grocery store, and a baguette from the bakery." – comma after "store"
community store	Makes donations to community-based organizations serving the store's neighborhood and helps to fund programs with proven track records of success. To date, there are two community stores: one in Harlem and another in the Crenshaw district of Los Angeles.
company	When referring to Starbucks, use lowercase in internal and external communications. We strongly recommend the use of "Starbucks" or "we" in place of "the company" when possible.
company-operated	Hyphenated, lowercase. Do not use company-owned.
company-wide	Synonymous with enterprise-wide. Hyphenated.
connect	One of four behaviors in Starbucks Customer Service Vision . "It can be as simple as eye contact, a warm smile or a thoughtful conversation. When we connect with our customers, we form ongoing relationships built on recognition – the foundation for world-class customer service."
Conservation International (CI)	A nonprofit organization committed to protecting global biodiversity. Since 1998, Starbucks has worked with CI to develop and apply C.A.F.E. (Coffee and Farmer Equity) Practices to evaluate and reward producers of high-quality, socially responsible and sustainably grown coffee.
consolidated distribution center (CDC)	A distribution center operated by a third-party vendor that warehouses, sorts and delivers a combination of products that would traditionally be delivered to a store through different vendors.
<i>Conversations & Connections</i>	Tool used as a "conversation starter" to discuss and coach customer service. Use italics and an ampersand.

Item	Definition/Usage (if needed)
copyright	<p>Use of copyright notices informs the public that a work is protected by copyright, identifies the copyright owner and shows the year in which the work was created. Copyright notices should be the last thing read on a page. They should be placed in the lower right-hand corner if possible. The following elements must be included in the copyright notice:</p> <ul style="list-style-type: none"> • The symbol © (the letter “C” in a circle), is preferred but the word “Copyright,” is acceptable. • The year the work was created. • The name of the owner of the copyright in the work, or an abbreviation by which the name can be recognized, or a generally known alternative designation of the owner. • The words “All rights reserved.” <p>Correct copyright notice: © 2012 Starbucks Coffee Company. All rights reserved.</p>
core coffees	Lowercase. The constant foundation of our coffee offerings and available year-round.
corporate	Avoid using in reference to Starbucks business administration. Do not refer to the Starbucks Support Center (SSC) as “corporate headquarters.”
corporate social responsibility	See Global Responsibility .
Creamice® frosted beverage	A blended beverage available in Starbucks Foodservice accounts consisting of milk, ice and concentrate. The flavors include latte, mocha, mango and raspberry.
Create Jobs for USA	<p>A U.S. program created to help Americans take an active role in helping to create and sustain jobs across the country.</p> <p>URL address: createjobsforUSA.org</p>
CSR	See Global Responsibility .
CUP Fund (Caring Unites Partners)	Title case. A partner-supported program that assists partners in financial need due to a crisis.
cup sizes	<p>Beverage cup sizes should not be capitalized unless part of a proper noun/name. This includes short, tall, grande, venti and trenta. See beverages.</p> <p>Store cup sizes (e.g., Short stores, referring to a store’s merchandise assortment) should be capitalized.</p>
currency	<p>Write U.S. currency as \$.05, \$3.95, \$10, except in global publications, when it should be specified as U.S.D. (e.g., 3.95 U.S.D.).</p> <p>Write Canada currency as \$.05 CAN, \$3.95 CAN, \$10 CAN.</p> <p>When referring to both U.S. and Canada currencies (such as in the <i>Promotional Workbook</i>), write as \$3.95 U.S./\$4.95 CAN.</p>
customer	<p>A person who receives or purchases products, goods or services that Starbucks provides.</p> <p>Our only customer is our paying customer. Every Starbucks partner, contractor and licensed store associate works for the customer.</p> <p>Use this term instead of <i>consumer</i> or <i>external customer</i>.</p>
Customer Contact Center (CCC)	Responsible for handling customer inquiries and comments. Contact types consist of phone calls, emails and written correspondence.

Item	Definition/Usage (if needed)	
Customer Snapshot	Performance measure no longer used. See Customer Voice for the current program.	
Customer Voice	Store-level, month-over-month measure of the customer experience, from the customer's perspective. Electronic survey enables a representative sample of customers to provide feedback on what matters most in gaining their loyalty. We use this information to continuously enhance the customer experience and improve store operations.	
CVRP	Carson Valley Roasting Plant. See distribution center and roasting plant .	
Daily Offerings Board (DOB)	Title case.	
dark roast	Dark roasted coffees feature a fuller body and robust, bold flavors.	
dates	Dates should be written out, e.g., August 25, 2012. (Note this exception to AP style.) To avoid confusion with international markets, do not use the format 8/5/12. If only the month and year are used, there is no comma (e.g., August 2012).	
daypart	One word.	
DC	See distribution center .	
Deaf	Correct term. Title case. Use in place of "hearing impaired," "deaf mute" or "the deaf"; use with person-first language (e.g., "partners who are Deaf").	
department names	Capitalize the department name but not the word "department" (e.g., Marketing department). Use an ampersand (&) not "and" in department names (e.g., Research & Development).	
Did You Know	Interesting and relevant facts about Starbucks® products or programs for store partners to share with customers to make a personal connection and enhance the customer experience. Usually related to the current promotion.	
Direct Purchasing Program (DPP)	A purchasing program that allows select, approved, larger licensees in the U.S. and Canada to purchase Starbucks-required furniture, fixtures and equipment (FF&E) directly from our suppliers maintaining Starbucks FF&E specifications and quality standards.	
disability terminology	<i>Words to Use</i>	<i>Words to Avoid</i>
	People with disabilities	Handicapped; impaired
	People who are Deaf; people who are blind	The deaf; the blind; the disabled
	People who are Deaf or hard of hearing	Hearing impaired; deaf mute
	Accommodation for a disability	Special needs
	People-first language, e.g., people with disabilities, partners who are Deaf; customers who use a wheelchair	Deaf people; wheelchair or wheelchair confined or bound people; blind partners
distribution center (DC)	Starbucks-owned or third-party managed distribution locations used for receiving, storing, processing and shipping items to stores and customers across the global Starbucks network. Do not capitalize unless referring to a specific location by name.	
District	Capitalize when referring to the basic organizational unit of stores.	
district manager (DM, DMs)	Oversees the operation of stores in a single District.	
Division	Capitalize when referring to the basic organizational unit in the U.S. and Canada.	
DM, DMs	See district manager .	

Additional acronyms and abbreviations are listed in the appendix at the end of this document.

Located online at Starbucks Partner Portal > Resources & Services > Starbucks Glossary.

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Item	Definition/Usage (if needed)
DPP	See Direct Purchasing Program .
drink names	See beverages .
Drive Thru	Title case; two words, not hyphenated.
email	Not hyphenated, lowercase, except when beginning a sentence. Do not use "electronic mail."
EMEA	Region that includes Europe, the Middle East and Africa.
employees	Starbucks employees are referred to as partners. If necessary, the first time "partner" appears in an external document, it can be followed by "employee" in parentheses for clarification.
enrol, enrolment	Use these spellings in communications for partners in Canada.
enterprise	See Starbucks enterprise .
Enterprise Help Desk (EHD)	Technical support team to help partners with all telephone, network and computer system-related issues, including hardware and software.
enterprise-wide	Refers to all employees only within the Starbucks enterprise . For example, an enterprise-wide communication is intended for all partners worldwide.
ERDC - EMEA	Regional Distribution Center for Europe, Middle East and Africa. Located in Basildon, Essex, United Kingdom.
Ethics and Compliance Helpline	A free phone number for partners to report issues or raise concerns that involve ethics, legal issues, or potential violations of Starbucks policy, including the <i>Standards of Business Conduct</i> and our core values. Calls are answered live, by a third party, 24 hours a day, seven days a week. The Helpline is a function of Business Ethics and Compliance (BEC).
Ethics and Compliance Webline	An alternative to the Business Conduct Helpline accessed via the internet at https://BusinessConduct.EAWebline.com .
Ethos Water / Ethos™ water	When referring to the brand, use "Ethos Water" – title case. When referring to the branded product, use "Ethos™ water" – capital "E" and lowercase "w."
Facilities Contact Center (FCC)	Support team to assist with equipment, building and outside property issues.
Facilities Tool Box	A kit of tools, parts and instruction cards to help store partners troubleshoot facilities-related issues.
Fair Trade Certified™ / Fairtrade Certified	In the U.S., the term for products that use the Fair Trade USA mark is Fair Trade Certified™ (three words, title case, trademarked). Globally, the term for Fairtrade products is Fairtrade Certified (two words, title case, no trademark). For example, Starbucks espresso in Europe is Fairtrade Certified.
Fair Trade USA (formerly TransFair USA)	Fair Trade USA, a 501(c)(3) nonprofit organization, is the only third-party licensor of Fair Trade products in the United States. Starbucks signed a licensing agreement with TransFair USA in April 2000, which permits Starbucks to purchase and sell Fair Trade Certified™ coffee under the conditions of the agreement and to use the TransFair USA logo when selling 100% Fair Trade Certified™ coffee.
Farmer Support Center (FSC)	Provides coffee farmers with resources and expertise to improve their agronomic practices and support C.A.F.E. Practices.
Feature Cubes	Replaced K.D. table as the permanent fixture to display promotional whole bean coffee and select merchandise. Title case.
Field Leadership	Defined as district managers and above. Title case.

Item	Definition/Usage (if needed)
Field Leadership Community (FLC)	An online community that provides company-operated Field Leadership with access to up-to-date information, communications, key business documents and communities, management tools, reporting and training resources.
<i>Field Leadership Weekly</i>	Weekly email publication with multiple editions that include targeted operational and internal communications for company-operated and Licensed Stores Field Leadership.
filterbag	One word.
First Impressions	A conversation between a hiring manager and new partner about the new partner's job responsibilities, immersion/training plan and performance expectations. Usually conducted on the first day of the job over a coffee tasting.
fiscal year (FY)	Starbucks fiscal year ends on the Sunday closest to September 30 each year. Fiscal years may be written as "FY" followed by the last two digits of the year (e.g., FY09). Do not use an apostrophe or a space after FY.
FlavorLock™	Coffee storage system that uses a one-way valve to prevent oxygen from entering a bag of coffee. Written as one word with capitals "F" and "L."
Fontana® syrups Fontana™ sauces	Branded syrups and sauces sold to Foodservice customers.
Food Case	Two words. Title case.
Foodservice (FS)	This department executes Starbucks® "We Proudly Brew," Seattle's Best Coffee® "Happily Serving," Torrefazione Italia® coffee, Fontana™ syrups and sauces, and Tazo® tea portfolio of brands in foodservice venues in a variety of U.S. and Canada market segments including business and industry, health care, lodging, colleges and universities and fine dining.
Four Fundamentals	Title case. The Four Fundamentals of brewing great coffee are proportion, grind, water and freshness.
Frappuccino Base Syrups	Syrups used for sweetening Coffee, Light and Crème Frappuccino® blended beverages.
Frappuccino branded products	<p>Proprietary brand of products including handcrafted blended beverages, bottled coffee drinks and ice cream flavors.</p> <p>Always use with a designated product descriptor:</p> <ul style="list-style-type: none"> • Frappuccino® blended beverage • Starbucks® bottled Frappuccino® coffee drink • Frappuccino® Roast Soluble Coffee • Coffee Frappuccino® Base Syrup <p>Always use the full name "Frappuccino blended beverage" for the handcrafted version. Add the flavor name followed by "light" or "crème."</p> <p>Example:</p> <ul style="list-style-type: none"> • Caramel Frappuccino® blended beverage • Caramel Light Frappuccino® blended beverage • Caramel Crème Frappuccino® blended beverage <p>See additional legal guidelines or contact a Law & Corporate Affairs partner for more information on trademark usage.</p> <p>Never refer to as "Frapp" and never use the plural "Frappuccinos."</p>

Item	Definition/Usage (if needed)
Frappuccino® Roast Soluble Coffee	Soluble coffee used in Frappuccino® blended beverages.
front of house (FOH)	Refers to the customer facing area of a store.
FS	See Foodservice .
GBSS	See Global Business Systems Solutions .
GEMMS	See Global Enterprise Manufacturing Management System .
gift pack	Two words.
global	Implies all of the markets/countries within the regions in which Starbucks operates around the globe. For example, a global communication is intended for all Starbucks partners (the Starbucks enterprise) as well as all applicable business partners worldwide (i.e., licensees, joint ventures, franchisees, strategic alliances) within the regions/markets in which we operate.
Global Business Systems Solutions (GBSS)	GBSS is an enterprise-wide program to optimize systems, technology and business processes.
Global Enterprise Manufacturing Management System (GEMMS)	Database software that tracks production parameters including green coffee, roasted coffee, packaging materials, packaged coffee and scrap.
Global Month of Service	Starbucks annual celebration of our commitment to helping communities thrive. Throughout April, we bring partners, customers and community organizations together to address local needs through community service.
global responsibility	Conducting our business in ways that help produce social, environmental and economic benefits to the communities in which we operate. Use lowercase. Global Responsibility is also the dedicated team of partners leading and supporting efforts to integrate responsible business practices into every part of Starbucks business. Use title case.
<i>The Green Apron Book</i>	A booklet of information that is intended to be used as a tool to help partners foster human connections. The correct way to refer to the five key concepts in <i>The Green Apron Book</i> is “the five behaviors.” Title case, italicized. Also use italicized title case when referring to the five behaviors (<i>Be Welcoming, Be Genuine, Be Knowledgeable, Be Considerate, Be Involved</i>).
Green Coffee Extract	Title case. A source of natural energy from unroasted coffee without the coffee taste.
guideline	Guidelines are general statements, recommendations or best practices on how to achieve objectives. They should be followed, but are not mandatory. <i>Attributes:</i> Provides a framework to help follow procedures, or helps ensure Starbucks standards are met.
Guiding Principles	Guiding Principles are no longer referenced. Correct reference is Our Starbucks Mission and principles.
half-and-half	Hyphenate.
handcrafted	One word.
handmade	One word.
hand-off plane	
hardcopy	One word.
health care	Two words.

Item	Definition/Usage (if needed)
help desk	Two words. Title case when referring to a specific help desk, such as the Enterprise Help Desk.
helpline	One word. Use “Help Line” when it is written as two words as part of a proper name.
hotline	One word. Use “Hot Line” when it is written as two words as part of a proper name.
hotspot	The geographical region covered by one or several Wi-Fi access points.
Iced Shaken Refreshments	Starbucks method for preparing Iced Tea. Can be abbreviated to “Shaken.”
Immersion	A combination of knowledge, skills and connections the new hire receives through meetings, on-the-job experiences and role-specific training.
Initial Store Training (IST)	Licensed Stores program for training licensed store associates to be proficient in the role of a Starbucks barista.
international	Implies all regions outside of the U.S. in which Starbucks operates. Do not capitalize.
internet	Lowercase.
intranet	Lowercase. Starbucks intranets include Starbucks Partner Portal and Starbucks Store Portal .
Inventory Management System (IMS)	Centralized online resource for ordering, tracking and reporting store inventory.
IST	See Initial Store Training .
JDA	The software that contains the Starbucks Enterprise Item Master as well as the order management and warehouse management systems.
job aid	Operational tool that helps baristas perform a task more effectively. Do not capitalize when referring to job aids in general. Capitalize when referring to a specific job aid, such as the Holiday Beverage Job Aid.
job titles	Starbucks titles are written in lowercase (e.g., director; coordinator) and must be spelled out for first reference in document (e.g., district manager rather than DM). When a department name appears in a title, the position should be in lowercase, followed by a comma and the department name in title case (e.g., director, Retail Finance).
joint venture (JV)	A legal term used to describe a relationship or project with another company to produce or distribute a product or service or to operate a business.
“Just Say Yes”	Retired term. Suggested substitute is “ Own the moment.”
JV	See joint venture .
KRP	Kent Roasting Plant. See distribution center and roasting plant .
Lean Thinking	Title case. Lean Thinking is the way we continuously improve our processes so that we deliver the most value from our customer’s perspective, while using the fewest resources and using the talents and knowledge of our partners.
LEED® Certification	Leadership in Energy and Environmental Design (LEED) Certification provides independent, third-party verification by the U.S. Green Building Council and is recognized in the U.S. that a building has been designed as an environmentally responsible, profitable and healthy place to live and work. LEED should be all caps; title case Certification.
legendary	Retired term. See Starbucks Customer Service Vision .

Item	Definition/Usage (if needed)
length	<p>Always include a space between the number and the measurement.</p> <ul style="list-style-type: none"> • ¼ inch (fractions and 1 inch not abbreviated) • 10 in. (with a period) • 6 feet (not abbreviated) • 6 mm • 12 cm • 6 mi • 20 km
Licensed Stores (LS) / licensed stores	<p>When title case, “Licensed Stores” refers to the business unit.</p> <p>When lowercase, “licensed stores” refers to the retail stores.</p> <p>Licensed stores are owned and operated under a licensing agreement with Starbucks by major foodservice, grocery, hotel, leisure and other types of companies. The stores generally offer the same product lines and follow the same customer service standards as Starbucks company-operated stores. Locations include airports, grocery stores, hotels, college campuses and hospitals.</p>
Licensed Stores Community (LSC)	<p>A “virtual desktop” that Licensed Stores partners visit daily to access Licensed Stores-specific information and communications.</p>
Licensed Stores Operations News Item	<p>The primary mode of communicating with licensed store associates. Individual operational communications are sent biweekly to licensed stores.</p> <p>Title case, italicized.</p>
LifeAt.sbox.com	<p>A website that provides Starbucks Canada partners with benefits information. See also mysboxben.com.</p>
login / log in logon / log on	<p>One word when used as a noun (e.g., “When you create your account, you will need a login and password”). Two words when used as a verb (e.g., “You must log in to your account to view billing information.”).</p> <p>Use login / log in instead of logon / log on.</p>
logistics services representative (LSR)	<p>A partner who provides supply chain logistics services support by managing the entry and delivery of supply orders for a group of company-operated and/or licensed store accounts in a specific region of the country.</p>
logo guidelines	<p>The Starbucks logo distinguishes our goods and services from those of our competitors. A commitment to the consistent use of our logo is crucial to preserving the integrity of the Starbucks brand. Incorrect usage can dilute or harm the brand and can diminish our ability to prevent infringement by others.</p> <p>Contact Law & Corporate Affairs Marcom (Marketing & Communications) at marcom@starbucks.com with questions on proper trademark, copyright or logo usage.</p>
lowered hand-off plane (LHP)	<p>An ergonomic product pick-up area that offers a consistent experience for all customers.</p>
lowfat / low fat	<p>Use lowfat (one word) when referring to a lowfat product such as Starbucks® lowfat blueberry muffin.</p> <p>Use low fat (two words) when describing a diet.</p> <p>Any use of lowfat to describe a product must be approved by Starbucks Regulatory department.</p>
LS	<p>See Licensed Stores.</p>
mailpack	<p>One word. The information package mailed to company-operated and licensed stores on a biweekly basis. Do not use “store mail.”</p>
Manager Coach Mentor (MCM)	<p>A retail store manager who has been certified to coach retail management trainees (RMTs) through self-paced programs.</p>

Item	Definition/Usage (if needed)
Manager's Workstation (MWS)	The computer in a company-operated store's back room that is responsible for recording transactions, store partner labor and other information related to store operations, and provides access to email and the Store Portal. Used in stores with STAR POS. See BOPC for stores with Symphony POS.
mark down / markdown mark out / markout	Two words when used as a verb (e.g., "Mark down the following items using a red clearance sticker."). One word, not hyphenated, when used as a noun or adjective (e.g., "Donate or discard the markouts on September 15.").
market	A country within a Starbucks region (e.g., Germany, Switzerland, Hong Kong).
Marketing Associate (MA)	A SYSCO field sales representative.
Mastrena™ espresso machine	Espresso machine exclusive to Starbucks.
measurements	See weights .
Media Relations Hotline	A voicemail box dedicated to global media inquiries. The media line is checked hourly and calls are forwarded to the appropriate SSC or field partner for response. The direct number is (206) 318-7100.
medium roast	Medium roasted coffees are balanced with smooth and rich flavors.
Mission Review	A program that allows all partners to make comments or ask questions about how company policies and practices relate to Our Starbucks Mission and principles.
Mission Statement	Retired term. See Our Starbucks Mission .
Modular Store System (MSS) Modular Store System (MSS) Version 2	Store design system that enables Starbucks to match the store to the trade area and long-term performance expectations, support future growth and improve space utilization. The design evolved with a second version, MSS v2.0, to leverage the learnings of MSS v1.0 and enhance the customer experience.
mouthfeel	One word, lowercase.
MWS	See Manager's Workstation or BOPC .
MyLearning	Starbucks learning management system used to register, complete and track training.
My Partner Info	Starbucks partner self-service tool available to all U.S. and Canada partners on the Starbucks Partner Portal and Starbucks Store Portal. Upon logging in, partners can view and edit their personal information such as name, address, phone, emergency contact and tax withholdings and make changes to or enroll in direct deposit.
mysbuxben.com	Starbucks benefits source. This is a benefits website for U.S. partners.
MyStarbucksIdea.com	Enables customers to share their ideas, engage in conversations and play a role in shaping Starbucks future.
MyStarbucksIdea.com/ partners	The partner-only portion of MyStarbucksIdea.com . Requires a starbucks.com account.

Item	Definition/Usage (if needed)
My Starbucks Rewards™	Title case. With My Starbucks Rewards™, you earn one Star every time you pay with your registered Starbucks Card at a participating store. As you collect Stars, you move up to bigger benefits. Available in the U.S., Canada and select international markets.
NACP	See North American Coffee Partnership .
national account executive (NAE)	Responsible for managing the relationships with our national licensees or Foodservice national accounts.
National Accounts	Licensees of Starbucks with a large number of licensed stores throughout the U.S. (e.g., HMSHost, Safeway). Foodservice accounts holding national contracts in lodging and recreation, restaurant, and onsite channels throughout the U.S. (e.g., Hilton, Gordon Biersch, Aramark).
New Partner Center	An online resource that helps new partners immerse into our culture and company; learn about our history, story and mission; and connect with other partners. It is accessed through ThePartnerCafe .
newspapers	Newspaper names should be in title case and italics (e.g., <i>The New York Times</i>). (Note this exception to AP style.)
nonfat	Not hyphenated. One word. Any use of “nonfat” to describe a product must be approved by Starbucks Regulatory department.
non-governmental organizations (NGOs)	The World Bank defines NGOs as “private organizations that pursue activities to relieve suffering, promote the interest of the poor, protect the environment, provide basic social services, or undertake community development.” In wide usage, the term NGO can be applied to any nonprofit organization that is independent from government. Global Responsibility works closely with a number of NGOs regarding our practices and standards, including Conservation International, CARE, African Wildlife Foundation, Save the Children and Mercy Corps.
non-retail partner	All Starbucks partners except baristas at company-operated stores through division senior vice presidents.
non-store partner	All Starbucks partners except baristas through store managers at company-operated stores. These partners work in functional areas outside the “four walls of a Starbucks store” and provide support services to company-operated retail stores or other business channels.
North America	Whenever possible, use the phrase “U.S. and Canada” instead of North America. Refers to all company-operated and licensed stores in the United States and Canada when used as a qualifier for stores. Does not include the word “Retail.”
North American Coffee Partnership (NACP)	A partnership between Starbucks and PepsiCo that produces and distributes Starbucks® bottled Frappuccino® coffee drinks, Starbucks Doubleshot® espresso drinks, Starbucks Refreshers™ ready-to-drink beverages and Starbucks® Iced Coffee drink.
numbers	Spell out numbers one through nine. Write numbers 10 and above in numerals, unless beginning a sentence. If number denotes age, use numeral only.
off-cycle	Hyphenate.
Office Coffee Service (OCS)	A Starbucks Foodservice channel that provides coffee from Starbucks, Seattle’s Best Coffee, Torrefazione Italia and Tazo® teas to offices around the U.S. Also provides the Starbucks Interactive Cup® brewer and Starbucks Interactive Cup® epayment brewer.

Item	Definition/Usage (if needed)
on hand	Two words. Not hyphenated.
Onboarding	The process of hiring and immersing new partners into their roles and Starbucks culture. Typically lasts one year.
online	One word. Not hyphenated.
OPCO	See SYSCO .
Open Forum	State-of-the-company meeting held in field markets, roasting plants and the SSC. Hosted by members of the senior management team.
Operational News Item	Store communication with need-to-know information that does not require action.
ounce/oz.	See weights .
Our Starbucks Mission	To inspire and nurture the human spirit — one person, one cup, and one neighborhood at a time. To see the principles of how we live that every day, visit starbucks.com/mission .
Outdoor Seating Experience	The outdoor package of furnishings, fixtures and architectural elements that provides the same quality of experience in our outdoor seating environment equal to inside our stores.
own	One of four behaviors in Starbucks Customer Service Vision . “We are trusted completely with the creation of each customer’s individual experience. Each of us is empowered to use our best judgment to make every moment just right, and we have the responsibility to do this.”
paid out / paidouts	Two words when used as a verb; one word when used as a noun.
partner	Use lowercase as a title, unless beginning a sentence. A company-operated Starbucks employee. Do not refer to partners as staff, associates or employees. Any other reference of the word “partner” should be qualified, i.e., “business partner.” Names of partners are bold on first reference in internal communications only (not in a letter or email correspondence). When referencing groups of partners by job level, refer to the group using the qualifier “and above” or “up through/to.” For example: “This change will affect all directors and above.” “All partners through the manager level are eligible for this program.” Avoid using “and below”: “District managers and below are impacted by the project.” List impacted levels instead.
Partner Card	Title case.
Partner Communications Weekly (formerly <i>The Weekly Buzz</i>)	Weekly email newsletter customized and distributed primarily to U.S. and Canada Starbucks non-store partners that contains company updates and links to content on Starbucks.com/partners and Starbucks Partner Portal .
Partner Connections	Program designed to bring together people who share common interests and create a work environment that supports teamwork, fun and a well-balanced life.
Partner Contact Center (PCC)	A partner call center assisting U.S. and Canada partners with pay-related questions and concerns. The PCC number is (866) 504-7368.
Partner Match	Title case, italics. Recognizes and supports Starbucks partner individual contributions of time and financial gifts to qualified nonprofit organizations. Each current partner in the U.S. and Canada may request up to \$1,500 (per fiscal year) in support of these contributions. See also Starbucks Community Service Program .
Partner Perks	Retired term. See Starbucks Partner Discounts .
Partner Pulse	Survey administered in between Partner Voice Survey years to monitor progress on action areas identified in Partner Voice.

Item	Definition/Usage (if needed)
Partner Resources Organization (PRO)	Provides the human resources function for all Starbucks partners. Partner Resources and Partner Resources Organization should be abbreviated PRO, not PR, which is used universally as an abbreviation for public relations.
Partner Voice Survey	Starbucks Partner Voice Survey is used to collect feedback from partners company-wide about job satisfaction and engagement, organizational processes and leadership effectiveness, quality of work life, communication, training and development, and compensation and benefits.
paycheque	One word. Use this spelling in communications for partners in Canada.
P-card	See Purchasing Card .
PCC	See Partner Contact Center .
percentages	Spell out as “percent” or “percentage” in all communications, except operational instructions, which may include the percentage symbol to save space (e.g., “all clearance merchandise is now 75% off”).
personalize	One of four behaviors in Starbucks Customer Service Vision . “We bring pride, care and attention to detail to creating the highest-quality and best-tasting offerings for each customer. We start with an exact recipe standard and then carefully handcraft and deliver everything we make.”
phone numbers	See telephone numbers .
Point of Sale (POS)	The computer system (both software and hardware) used for transactions at stores. It can also refer to the counter where POS computer equipment is located.
policy	Policies are mandates which help regulate the way we do business in our stores. Policies must be approved by the Policy Governance Council prior to being published in any manual or shared in a document. <i>Attributes:</i> Provides the ‘why’; it is a high-level, strategic statement; sets the tone, context or intent; is relatively short by nature; does not change over time (seldom and only in rare cases).
portal	See Starbucks Partner Portal or Starbucks Store Portal .
post-consumer fiber (PCF)	Post-consumer fiber refers to a type of fiber used to make paper that comes from a recycled source. Starbucks uses varying levels of post-consumer fiber in many print and packaging applications and launched a hot beverage cup made of ten percent post-consumer fiber in January 2006.
procedure	Procedures provide step-by-step instructions that must be followed to achieve the standard or comply with a Starbucks policy. <i>Attributes:</i> Provides the ‘how’; very specific and detailed; provides exact instructions that will ensure compliance with a given policy or attainment of a standard; very audience-specific; can easily be changed or updated over time as business or regulations change.
promotion	Lowercase. Do not use “promo” when referring to a Starbucks seasonal promotion (e.g., Holiday promotion).
<i>Promotional Workbook</i>	Provides store managers with operational content necessary to plan and execute each promotion. Note: The Siren’s Eye reflects all merchandising and presentation requirements. Use italics and title case.
Purchasing Card (P-card)	A best practice disbursement/payment method that allows the cardholder to pay for Starbucks-related goods or services by using a credit card.
RD, RDs	See regional director .

Additional acronyms and abbreviations are listed in the appendix at the end of this document.

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Item	Definition/Usage (if needed)
ready-to-drink (RTD), ready-to-eat (RTE)	After first reference, can be abbreviated RTD and RTE as appropriate.
reduced fat	Two words. Any use of “reduced fat” to describe a product must be approved by Starbucks Regulatory department.
Region	Capitalize when referring to the organizational unit of company-operated stores in the U.S. and Canada. A Region consists of one or more Areas, and operations in each Region are overseen by a regional vice president. Lowercase when referring to one of Starbucks three regions globally (U.S. and the Americas, China and Asia Pacific, and EMEA).
regional director (RD, RDs)	RDO is no longer used to describe this position.
regional marketing manager (RMM)	Responsible for field marketing for Starbucks retail stores in a particular market and/or region.
Regional Office	Title case.
regional Partner Resources manager (RPRM)	Responsible for Partner Resources in the retail field.
release date	A non-negotiable industry-selected date to launch a designated CD or book. No one can sell or buy the CD or book prior to its release date.
Resource Manuals	Provide the policies, standards, procedures and guidelines that store partners need to successfully deliver the <i>Starbucks Experience</i> to customers. Italicize titles and use title case.
Retail Dashboard	Company-operated store system that provides information on store business metrics. Title case.
retail field operations partner	All Starbucks partners who are district managers through division senior vice presidents. This includes district managers, field implementation managers, regional directors, regional vice presidents and divisional senior vice presidents.
Retail Hourly Hiring (RHH)	
Retail Management Incentive Program	
Retail Management Training/Trainee (RMT)	Program designed to assist store partners in becoming successful managers. Acronym can also refer to someone going through this program (retail management trainee).
retail partner	Starbucks partners who are baristas at company-operated stores through division senior vice presidents.
retail store	Stores should be referred to by the name listed in the store lookup on the Partner Portal, and may be followed by the store number in parentheses and the city and state or province for clarification in written documents (e.g., Columbia Place (#456), Tacoma, Wash.). This term refers to both company-operated and licensed stores unless otherwise noted.
RMT	See Retail Management Training .
roasting plant	Starbucks operates five roasting plants located in Kent, Washington, U.S.; York, Pennsylvania, U.S.; Carson Valley, Nevada, U.S.; Sandy Run, South Carolina, U.S.; and Amsterdam, The Netherlands. Use lowercase unless referring to a specific roasting plant by name.
robusta	One of two species of coffee beans. Italicize. Do not capitalize unless beginning a sentence. See arabica .

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Item	Definition/Usage (if needed)
RTD/RTE	See ready-to-drink, ready-to-eat .
SBC	See Seattle's Best Coffee . Should not be used as shorthand when referring to the company or brand.
SBUX	Trading symbol for Starbucks common stock on The NASDAQ Global Select Market [®] . Should not be used as shorthand when referring to the company or brand.
SCI	Starbucks Coffee International, Inc. A wholly owned subsidiary of Starbucks Corporation. SCI supports Starbucks Coffee Company business conducted primarily outside of the U.S.
SCO	See Supply Chain Operations .
season	When referring to a Starbucks promotion, use title case (e.g., Spring promotion). When referring to the regular season, use lowercase.
seasonal coffees	Lowercase. Our seasonal coffees are only available for a small window of time until our supply runs out.
Seattle Coffee Company (SCC)	A company acquired by Starbucks Coffee Company in 2003. Two brands were part of the acquisition: Seattle's Best Coffee and Torrefazione Italia .
Seattle's Best Coffee	A company acquired by Starbucks in 2003 as a part of the Seattle Coffee Company acquisition. Do not abbreviate as SBC.
senior leadership team (SLT)	Refers to vice presidents and above who report directly to Howard Schultz.
service experience	The cumulative impression left by all the moments of connection between the customer and barista. The people component of the <i>Starbucks Experience</i> .
setup / set up	One word when used as a noun or adjective (e.g., "The setup guidelines were distributed to all stores in the District."). Two words when used as a verb (e.g., "Ten partners set up the store for Holiday last night").
shade grown	Adjective meaning grown under the protection of trees that provide shade, commonly used to describe favorable conditions for growing coffee. Style note: Not hyphenated unless it is required to ensure proper meaning within a sentence.
shelf life	Two words.
sign up / signup	Two words when used as a verb (e.g., "You can sign up for a community service event."). One word, not hyphenated, when used as a noun or adjective (e.g., "The signup sheet is now available.").
single-origin	A coffee from a single country or location. Hyphenated. Do not refer to as "varietal." See blend .
S.I.P.	See Stock Investment Plan .
siren	Mythical creature that appears on the Starbucks logo. Do not capitalize. Do not use "mermaid."
SIREN	See Starbucks Integrated Real Estate Network .
<i>Siren's Eye</i>	A visual tool designed to provide store partners with merchandising and presentation requirements for each promotion. The tool outlines requirements by areas and fixtures within the stores to address all store layouts and types. Title case, italicized.
SKU	Stock Keeping Unit. All caps. Proper usage is SKU 1234567.
SM, SMs	See store manager .

Item	Definition/Usage (if needed)
smallwares	Devices used in the preparation, storage and handling of food and beverages. Items that come into direct contact with ingredients when food/beverage is being prepared (but does not include packaging that things arrive in). Items such as spatulas, ice scoops, pitchers, whisks, etc., are smallwares.
Smoothies	Title case.
song title	Use quotation marks when referring to song titles (e.g., “Sister Moon” is one of the songs from Herbie Hancock, “Possibilities”).
SOP	See Standard Operating Procedures .
soymilk	One word, lowercase.
spaces after a period	Place one space after a period between sentences.
SRRP	Sandy Run Roasting Plant. See distribution center and roasting plant .
SSC	See Starbucks Support Center .
standard	Standards indicate the requirements that must be met to comply with a policy. Standards help partners understand what they must do to comply with a specific policy by providing a description of what success looks like. <i>Attributes:</i> Provides the ‘what’; provides the parameters of how a policy can be adhered to or complied with; covers a more specific area of activity in our stores.
Standard Operating Procedures (SOP)	A set of policies and procedures that apply to all partners, which serves to clarify ethical purchasing and procurement.
Standards	May be used upon second reference to <i>Standards of Business Conduct</i> . Use italics and title case.
Standards of Business Conduct	The <i>Standards of Business Conduct</i> booklet is a resource distributed by Business Ethics and Compliance (BEC) to all partners to help them make appropriate decisions at work. The <i>Standards</i> are a brief statement of some of the company’s expectations of how we are all to conduct Starbucks business. The <i>Standards</i> are available in English and have been translated into several languages, all located at http://assets.starbucks.com/assets/eecd184d6d2141d58966319744393d1f.pdf Use italics and title case.
Starbucks	Should never include an apostrophe, even when used as a possessive.
Starbucks® At Home	A coffee auto-reorder subscription program available at www.StarbucksStore.com that offers U.S. customers the convenience of having their favorite core Starbucks® coffees, pods and Tazo® teas delivered right to their home or office through their own customized schedule.
Starbucks® Blonde Roast	Coffees with a shorter roast time, lighter body and mellow flavors.
Starbucks® bottled Frappuccino® coffee drinks	Proprietary brand of bottled coffee drinks. Always use with a designated product descriptor (e.g., Starbucks® bottled Dark Chocolate Raspberry Mocha Frappuccino® coffee drink). (Contact Law & Corporate Affairs Marcom at marcom@starbucks.com for more information on Frappuccino trademark usage.)
Starbucks Card	A reloadable stored value Card that is sold and accepted at all U.S. company-operated stores and the majority of U.S. licensed stores. Use title case. Do not abbreviate. The term Card may be used alone on second reference, but must be title case. “Starbucks Card loaded with \$5” or “\$5 Starbucks Card” are both acceptable.
Starbucks Card Account	Title case.
Starbucks Center	Building that houses the Starbucks Support Center , as well as Sears, Office Max and other retailers at 2401 Utah Ave. South, Seattle, Wash., 98134.

Item	Definition/Usage (if needed)
Starbucks® coffee	Coffee produced by Starbucks is Starbucks® coffee.
Starbucks Coffee Trading Company (SCTC)	An affiliate of Starbucks Coffee Company responsible for Starbucks global green coffee purchasing, including offer samples, pre-shipment samples, purchases and business relationships with producers. SCTC was established in 2002 and operates in Lausanne, Switzerland.
Starbucks Community Service Grants	Grants awarded to partner-led community projects that contributed at least 40 hours of service with five members (minimum of two partners). Grants range from \$1,000 to \$2,500.
Starbucks Community Service Program	Encourages, supports and recognizes Starbucks partner efforts in their local communities. Designed to reach Starbucks goal of mobilizing partners and customers to contribute more than one million hours of community service per year by 2015.
Starbucks Community Service Website	A website that provides resources and tools to lead and join service projects and share stories and photos. URL addresses: http://community.starbucks.com (U.S. and Canada) and www.Starbucks.com/CommunityService (outside of the U.S. and Canada)
Starbucks Corporation	A Washington state corporation that does business as Starbucks Coffee Company and Starbucks Coffee. Do not abbreviate as Starbucks Corp. or Starbucks Coffee Co.
Starbucks Customer Service Vision	"We create inspired moments in each customer's day through the customer service behaviors of Anticipate, Connect, Personalize and Own." Our Starbucks Customer Service Vision is our customer service philosophy and goal for how we aspire to be present for each customer, every day. Title case.
Starbucks® Discoveries® chilled cup coffee drinks	Starbucks® Discoveries® chilled cup coffee is a fresh, ready-to-drink (RTD) chilled cup of coffee.
Starbucks Doubleshot® Energy+Coffee	A proprietary brand of canned energy coffee drink. Title case. One word, with a capital "D". No spaces between Energy, the "+" sign and Coffee.
Starbucks Doubleshot® espresso drink	A proprietary brand of canned coffee drinks One word, with a capital "D". Always referred to as "Starbucks Doubleshot® espresso drink."
Starbucks enterprise	Refers to all company-operated employees of Starbucks Corporation worldwide. This is inclusive of all company-operated store and non-store partners in all regions in which Starbucks operates around the globe.
Starbucks Entertainment	A platform of music and entertainment initiatives in the U.S. and Canada, including: Artist's Choice™ CDs, Opus Collection CDs, Proprietary Compilations and New National Releases, Literary Selections as well as a term used to refer to the partners who manage these initiatives.
<i>Starbucks Experience</i>	"An inviting, enriching environment in our stores that is comfortable and accessible yet also stylish and elegant." ("Pour Your Heart Into It," p. 251.) Built on the three primary components: our products, our places and our people. Customers come for coffee, stay for the inviting warmth and return for the very human connection. Use italics and title case. Do not capitalize "the" when it precedes <i>Starbucks Experience</i> , unless it is beginning a sentence. Do not use "a" to modify <i>Starbucks Experience</i> . Also an eLearning or workshop that provides an orientation to Starbucks for new partners. Do not use italics in this case.

Item	Definition/Usage (if needed)
Starbucks Foundation	Created in 1997 to further our commitment to community, the Starbucks Foundation supports programs that contribute to our communities in meaningful ways.
Starbucks® Ice Cream	Starbucks proprietary super-premium ice creams offered through a relationship with Unilever.
Starbucks Integrated Real Estate Network (SIREN)	A centralized project management system to be utilized by Store Development, including Real Estate, Design and Construction.
Starbucks Interactive Cup® brewer Starbucks Interactive Cup® epayment brewer	A machine sold to Office Coffee Service customers that produces a high-quality, fresh and automated single-serve cup of brewed Starbucks® coffee or cocoa at the touch of a button. The epayment brewer offers operators the option to provide their customers with a complimentary, subsidized or full-priced cup of coffee. Do not refer to as the I-cup, E-cup or On Demand Brewer.
Starbucks Partner Discounts	This updated program includes PerkSpot, which replaces the Partner PerksCard. PerkSpot is a one-stop shop for U.S. and Canada partners to receive exclusive discounts at national and local merchants. www.starbuckspartnerdiscounts.com
Starbucks Partner Portal	Starbucks intranet (portal.starbucks.net). An online resource for partner and company information for non-store partners. May also be referred to as the portal.
Starbucks Refreshers™ beverages	Proprietary brand of beverages made from real fruit and Green Coffee Extract. Available in handcrafted, ready-to-drink and instant beverage formats. Do not use in singular form, Refresher. Note: Starbucks Refresha™ beverages is the name in China and Europe.
Starbucks Reserve™ Starbucks Reserve™ coffees	Ultra-premium coffee experience made up of exotic, rare and exquisite coffees and the Clover brewing system. These unique coffees are extremely limited in quantity and only available in select stores.
Starbucks Roast	Starbucks philosophy of finding the unique roast profile for each coffee to create a cup that is at its peak of aroma, acidity, body and flavor. Starbucks organizes its coffees in three roast profiles: Starbucks® Blonde Roast, medium roast and dark roast.
Starbucks Store Portal / Store Portal	A “virtual desktop” accessible via the Manager’s Workstation, BOPC or Store Laptop in company-operated stores, the Store Portal is the centralized source for information, communications and key business tools required to effectively manage stores. It also serves as a gateway to help keep partners connected to Starbucks culture and current events. <u>Official name:</u> Starbucks Store Portal <u>Informal name for use in documentation:</u> Store Portal <u>Style:</u> <ul style="list-style-type: none">• Use Starbucks Store Portal in the first reference of a document, and then Store Portal in subsequent references within that document.• Title case; do not italicize, bold, abbreviate or use acronyms; do not include the word Retail.
Starbucks Support Center (SSC)	Name of Starbucks home office located at the Starbucks Center building in Seattle. Do not refer to as the “Seattle Support Center,” “corporate” or “corporate headquarters.” In external communications, we refer to the “Support Center” while internally we use “SSC” when referring to Starbucks home office.

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Item	Definition/Usage (if needed)
Starbucks VIA® Ready Brew	Starbucks VIA® Ready Brew is a breakthrough innovation in instant and microground coffee that delivers the great taste and quality of Starbucks® coffee. Known as Starbucks VIA® Coffee Essence in Japan.
Starbucks™ Youth Action Grants	Grants awarded annually to qualified nonprofit organizations around the world to nurture and inspire youth to engage, lead and create positive solutions for challenges they see in their communities.
starbucks.com	Starbucks internet website. Reference as www.starbucks.com .
starbucks.com/partners	An online destination where partners can access communications, websites, social media networks, tools and resources relevant to their partner experience. www.starbucks.com/partners
StarbucksStore.com	Starbucks online venue that allows customers to order Starbucks® whole bean and ground coffees, Tazo® teas, brewing equipment, drinkware, CDs and more and have them delivered to their home.
Stock Investment Plan (S.I.P.)	The commonly used name for Starbucks Corporation Employee Stock Purchase Plan, established in 1995, which allows partners to purchase shares of Starbucks common stock at a discount through payroll deductions.
Store Credit card	Used to provide customer refunds when items are returned to a store. It is visually different from a Starbucks Card, but it is used in a very similar way and many of the same rules of use apply. “Store Credit” should be used in its entirety in title case, while “card” must be lowercase.
Store Experience	A one-day (eight hours) experience in a company-operated store for new U.S. non-retail, externally-hired partners.
Store Laptop	Title case.
store manager (SM, SMs)	
store number	Use # in front of the number. Store #101.
store partner	All Starbucks partners who are baristas through store managers. This includes all baristas, shift supervisors, assistant store managers and store managers who work within the “four walls of a Starbucks company-operated store.”
Supply Chain Operations (SCO)	Department that plans, purchases, roasts and distributes coffee and related products.
SYSCO	The largest foodservice distribution company in North America and the preferred distributor for Foodservice . Divided into 16 independently operated regional operating companies (OPCOs). Use all caps.
syrup names	Title case, e.g., Starbucks® Syrup or Starbucks® Caramel Syrup.
Taleo	Partner Resources' automated talent management system (formerly known as Recruitsoft).
Tazo / Tazo® teas	A tea company acquired by Starbucks in 1999. Tazo® teas are the exclusive tea offering at Starbucks company-operated stores as well as at Seattle's Best Coffee cafes and through Foodservice account venues. Contact Law & Corporate Affairs Marcom (Marketing & Communications) at marcom@starbucks.com for guidelines on using Tazo.

Item	Definition/Usage (if needed)
telephone numbers	<p>In communications for retail stores, SSC telephone numbers should be written as ext. 12345-67890. For example, (206) 318-4352 should be written as ext. 20631-84352.</p> <p>All other telephone numbers should be written as (123) 456-7890, not 123-456-7980 or 123.456.7980.</p>
temperature	<p>Format as number, degree symbol, abbreviation.</p> <ul style="list-style-type: none"> • 170°F • 70°C
ThePartnerCafe	<p>A website to help partners learn about coffee and tea, access training tools and resources or the New Partner Center for new hire resources and activities.</p>
third place	<p>Always use in a sentence (e.g., “Starbucks coffeehouses offer customers a third place between home and work; a place people can go to feel at ease, relax, visit with others or enjoy some private time.”).</p> <p>Do not capitalize or use as “Third Place Experience.” Separate from <i>Starbucks Experience</i>.</p>
time	<ul style="list-style-type: none"> • Format as number, space, abbreviation, period. <ul style="list-style-type: none"> ○ 15 min. ○ 8 hrs. ○ 5 p.m. ○ 10:30 a.m. • Use a colon to separate hours from minutes, but do not include :00 (e.g., 5 p.m., 10:30 a.m.). • Use numbers except for midnight and noon. • Do not use the designator “standard” or “daylight savings” when specifying time zones (e.g., 1:30 p.m. Pacific, not Pacific Standard Time or PST).
titles	<p>See job titles.</p>
Torrefazione Italia (TI)	<p>A company acquired by Starbucks in 2003 as a part of the Seattle Coffee Company acquisition. Torrefazione Italia® coffee is offered through our Foodservice and grocery operations.</p>
Total Pay	<p>Refers to the entire package of compensation, benefits, savings, stock and partner discounts that reward partners for their contributions.</p> <p>Use title case.</p>
trademark symbols and service marks	<p>Trademarks distinguish one’s products and services from those belonging to other companies or organizations. Use of trademark notices or “bugs” (™ or ®) enables Starbucks to exercise control over our trademarks and prevent dilution and/or confusion by others’ use of similar marks.</p>
United Kingdom (UK)	<p>Do not use periods.</p>
United States (U.S.)	<p>Use periods.</p>
Verismo® Espresso Machine	<p>Fully automated espresso equipment, introduced to stores in 2001. Typically combines espresso, steam and hot water functions in one central unit, with a square hopper design on top. Made in Switzerland.</p>
Vivanno™ Smoothies	<p>No longer used. Correct term is Smoothies.</p>
VM	<p>Refers to the Starbucks Voicemail System in the U.S. and Canada and can be used to identify 10-digit voicemail box numbers used by stores and field/support partners.</p>
voicemail, voicemail box	

Item	Definition/Usage (if needed)
volume, metric	Format as number, space, abbreviation. <ul style="list-style-type: none"> • 237 ml • 1 L
Warming	A program to serve warmed breakfast and lunch products.
We Proudly Brew (WPB)	The We Proudly Brew™ logo is used to identify Foodservice venues as authorized purveyors of Starbucks® coffee.
website	Lowercase. One word.
weights	U.S. = number, space, abbreviation, period. Metric = number, space, abbreviation. <ul style="list-style-type: none"> • 9 oz. • 16 fl oz. • 5 lb. (no “s” in the pound abbreviation) • 5 g • 2 kg
Wi-Fi	Title case, hyphenated. Abbreviation for Wireless Fidelity. Wi-Fi enables a person with a wireless-enabled device to connect to the internet remotely. The geographical region covered by one or several access points is called a hotspot.
world-class	Hyphenated. Describes our aspirational level of customer service, as in world-class customer service.
YRP	York Roasting Plant. See distribution center and roasting plant .
Zone	Refers to the organizational area of accounts in Foodservice which includes West, East and South Zones. No longer refers to the organizational unit of company-operated stores in the U.S. and Canada. See Division .
zone directors	Foodservice position responsible for sales strategy within a Zone.

Abbreviation or Acronym	Literal Translation
ACRS	Advanced Coffee Roasting System
ADA	Americans with Disabilities Act
AEC	Architectural, Engineering and Construction
AGM	area general manager (SCI-specific)
ALS	Automated Labor System
APL	Approved Product List
AOP	Annual Operation/Operating Plan
3PL / 3PV	third party logistic / vendor
APR	Annual Pay Review
APSC	Asia/Pacific Support Center (SCI-specific)
ASMM	account services market manager (Starbucks Foodservice)
ASR	account services representative
BBS	Base, Bonus and Stock
BD / BDM	Business Development / business development manager
BOGO	buy one get one free
BOM	bill of materials
BSC	Balanced Scorecard
BU	business unit
C&U	colleges and universities
CAD/CADD	Computer Aided Design/Computer Aided Design and Drafting
CBS	Cold Beverage Station
CD	construction documents
COGS	Cost of Goods Sold
Comps	Comparable store sales
CPFR	Collaborative Planning, Forecasting and Replenishment
CSI	Construction Specifications Institute or Construction Specifications Index
CSR	customer service representative
CVDC	Carson Valley Distribution Center
DBO	director of business operations
DD	Design Development
DID	dry inclusion dispenser
DSD	Direct Store Distribution
DSVP	division senior vice president
EAP	Employee Assistance Program
EHD	Enterprise Help Desk
EO	Emergency Order
EMEA	Europe, Middle East & Africa
EMEASC	Europe, Middle East & Africa Support Center (SCI-specific)
EPAN	Electronic Partner Action Notice
ERP	Enterprise Resource Planning
ESI	Export Shipping Instructions
FIFO	first in/first out
FIM	field implementation manager
FLO	Fairtrade Labeling Organization
FTE	full time equivalent
FY	fiscal year
G&A	General & Administrative
GBP	graduated blender pitcher
GBS	Global Business Systems / Global Business Systems Solutions
GC	general contractor
GEI	Guatemala Education Initiative
GMIP	General Management Incentive Plan
GMP	Good Manufacturing Practices
GNOC	Global Network Operations Center
HACCP	Hazard Assessment and Critical Control Points

Additional acronyms and abbreviations not listed in this appendix may be found in the main document.

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Abbreviation or Acronym	Literal Translation
ILT	International Leadership Team
ILTMC	International Leadership Team, Marketing, Category
IPL	In Place Leadership candidate
IPT	Inter Plant Transfer
ISAR	inside sales account representative (Starbucks Foodservice); also known as IAR (inside account representative) or ISAR broadline
KDC	Kent Distribution Center
KPM	Key Performance Measures
LASC	Latin America Support Center (SCI-specific)
L&CA	Law & Corporate Affairs
LIBS	Liquid – Ice – Blend – Serve
LIFO	last in/first out
LSM	Local Store Marketing
LTO	Limited Time Offer
MBU	market business unit
MCM	Manager Coach and Mentor
MLC	Master Learning Coach
MM	market manager (Starbucks Foodservice)
MOQ	Manager of the Quarter
MOQ	Minimum Order Quantity
MPL	Master Price List
MQA	Manufacturing Quality Assurance
MSDS	Material Safety Data Sheet
NABS	North America Business Systems
NPP	New Product Process
NSOG	New Store Opening Guide
O&PD	Organization & Partner Development
OSE	outdoor seating experience (Store Development)
P&L	Profit and Loss statement
PAN	Partner Action Notice
PAW	Profit Accountability Worksheet
PDS	Partner Development System
PDP	Partner Development Plan or plastic dispensing pitcher
PDMI	Product Development Marketing Integration
PIP	Partner Incentive Plan or Performance Improvement Plan
PIR	position in range
PPI	Partner Performance Integration
PP&L	Product, Planning and Logistics
PRA, PRD, PRM, PRVP	Partner Resources assistant/director/manager/vice president
PSS&S	Partner Shared Services & Solutions
Q1	first quarter of the fiscal year (October, November, December)
Q2	second quarter of the fiscal year (January, February, March)
Q3	third quarter of the fiscal year (April, May, June)
Q4	fourth quarter of the fiscal year (July, August, September)
QA	quality assurance
QBR	Quarterly Business Review
QC	quality control
QSR	Quick Service Restaurant
RASCI	responsible, accountable, supporting, consulting, informed
RASM	regional account service manager (Starbucks Foodservice)
RDC	regional distribution center
RDO	Regional Development Office
REACH	Renewal, Efficiency, Alignment, Communication and Heart
RFBM	regional food and beverage manager
RISC	Retail Implementation Steering Committee

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Abbreviation or Acronym	Literal Translation
RPM	retail product manager / regional product manager
RSC	Regional Support Center
RSM	regional sales manager (Starbucks Foodservice)
RVP	regional vice president
RVR	Receiving Variance Report
SBD	Licensed Stores Strategic Business Development
SBJ	Starbucks Coffee Japan, Ltd.
SBS	Strategic Business Systems
SD	Store Development
SLA	service level agreement
SLT	Senior Leadership Team
SM	service mark
SMART	specific, measurable, agreed, realistic, timely
SME	subject matter expert
SPO	Starbucks Procurement Organization
SPOC	single point of contact
SRC	Starbucks Resource Center
SRDC	Singapore Regional Distribution Center
SS / SSV	shift supervisor; accepted abbreviation for international markets is SSV.
SSI	Starbucks Supplied Item
STAR	System to Automate Retail
STB	single tenant building (Store Development)
SVP	senior vice president
T&C	terms and conditions
T&E	travel and entertainment
TA	Time & Attendance
TBT	technology based training
TDC	total delivered costs
TI	tenant improvement (Store Development)
TIST	Technology Implementation Support Team
TM	territory manager or trademark
TMS	Transportation Management System
TOP	Transportation Options Program
TPRG	Total Pay Resource Guide
UPH	units per hundred
USDs	unit sales per day
VIS	volumetric ice scoop
VPG	Visual Presentation Guidelines
WIP	work in progress
WLR	weekly labor recap
WIIFM	what's in it for me
YDC	York Distribution Center