



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.

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.

1987

Starbucks opens first stores outside of Seattle area in Chicago and Vancouver, B.C.

1988

Offers full health benefits to full- and part-time employees.

1991

Becomes the first privately owned U.S. company to offer a stock option program that includes part-time employees.

1992

Completes initial public offering (IPO), with common stock being traded on the Nasdaq National Market under the trading symbol "SBUX."

1995

Begins serving Frappuccino® blended beverages.

1996

Joins with Pepsi-Cola North America to begin selling bottled Frappuccino® coffee drink – our first ready-to-drink beverage.

Opens first store outside of North America in Japan.

1997

Establishes The Starbucks Foundation, benefiting local communities.

1998

Acquires Tazo, a tea company based in Portland, Ore.

1999

Partners with Conservation International to promote environmentally responsible methods of growing coffee.

2001

Introduces coffee-sourcing guidelines developed in partnership with Conservation International.

Introduces the Starbucks Card.

2002

Starbucks enters into licensing agreements with national Fair Trade organizations to sell Fair Trade Certified™ coffee in the countries where Starbucks does business.

2004

Opens first Starbucks Farmer Support Center in San Jose, Costa Rica.

Introduces Starbucks Coffee Master Program to provide Starbucks partners with an opportunity to learn more about the world of coffee, and share their passion with customers and partners.

2008

Announces a renewed focus on customer experience and innovation.

Acquires Coffee Equipment Company and its revolutionary Clover® Brewing System.

2009

Launches innovative VIA™ Ready Brew coffee.

Opens Farmer Support Center in Kigali, Rwanda.

Becomes the world's largest buyer of Fair Trade Certified™ coffee.