

YOU AND STARBUCKS. IT'S BIGGER THAN COFFEE.

We've always believed in a better cup of coffee.

And we've always believed in treating people and the planet fairly and ethically. We show it by the way we do business every day.

Like buying coffee that's responsibly grown and ethically traded. In 2008, we bought 77% of our coffee this way—almost 300 million pounds worth.

We're also giving back to the communities we're a part of, with our partners (employees) volunteering 245,000 hours last year giving back to their neighbors.

And we're working hard to be good to the planet, by partnering with farmers and Conservation International to stop deforestation and fight climate change.

It is simply what we believe to be the right way to do things. And we think it means a better cup that tastes better too.



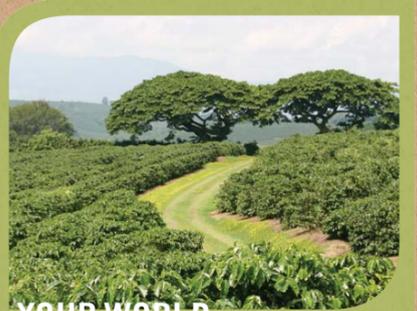
YOU

You choose Starbucks—your double tall Caffe Latte, your bag of whole bean coffee, your afternoon treat and more.



YOUR COMMUNITY

That makes Starbucks able to do more for you and your community—from volunteering, to supporting local events and national programs. We're working to reduce our environmental footprint too, local store by local store.



YOUR WORLD

You also help us do the big things we do on a global scale. Helping create a better future for farmers by working with them to grow better coffee in better ways. And a more stable climate for the planet by working against deforestation and reducing our global environmental footprint.

Not too bad for a simple stop by your local Starbucks.

TIMELINE

1971 Starbucks founded

1977 The Starbucks Foundation begins

1997 Partnership with Conservation International established, eventually leading to ethical coffee guidelines

2000 Fair Trade Certified™ coffee offered at Starbucks

2001 Original socially responsible coffee buying program introduced

2006 First-ever recycled content cup launched

2015 100% of our coffee is responsibly grown and ethically traded

2015 100% of our cups are reusable or recyclable

1988 Full health benefits offered to part-time employees

1997 Work begins on recyclable cup, leading to our first recycled content cup sleeve

2000 Partner (employee) community service program launched

2002 Working begins on green building standards for retail stores

2008 Starbucks™ Shared Planet™ and goals announced

2015 1 million hours of community service contributed per year

JOIN US.

to find out more and get even more involved, go to starbucks.com/sharedplanet.

FAQ

Here's a quick look at Starbucks™ Shared Planet™. Be sure to check out the website for more information.

www.starbucks.com/sharedplanet

Q: What is Starbucks™ Shared Planet™?

A: It's our commitment to doing business in ways that are good to each other and the planet. From the way we buy our coffee, to minimizing our environmental footprint, to being involved in local communities. It's doing things the way we always have. And it's using our size for good. And because you support us, Starbucks™ Shared Planet™ is what you are a part of too.

Q: Why doesn't all of your coffee meet Starbucks™ Shared Planet™ guidelines?

A: Every day we partner with coffee farms and suppliers around the world to help them meet our principles for Starbucks™ Shared Planet™. We work to treat farmers fairly in all of our purchases, including paying the prices that high-quality coffee deserves.

Q: What's your partnership with Conservation International?

A: We've partnered for 10 years to promote sustainable farming and help ensure a better future for farmers. We just renewed our relationship for five more years to fight climate change.

Q: What is the difference between Starbucks™ Shared Planet™ and Fair Trade Certified?

A: Starbucks and Fair Trade share a history of support for small-scale coffee farmers. Many of the Fair Trade Certified™ producers we buy coffee from also follow the coffee buying guidelines for Starbucks™ Shared Planet™, and we are working with Fair Trade to increase that number. In 2009 Starbucks will be the largest buyer of Fair Trade Certified™ coffee in the world.

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ETHICAL SOURCING
COMMUNITY INVOLVEMENT
ENVIRONMENTAL STEWARDSHIP



STARBUCKS™
SHARED PLANET™
You and Starbucks. It's bigger than coffee.

EVERYTHING WE DO, YOU DO.



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STARBUCKS™ SHARED PLANET™

You and Starbucks. It's bigger than coffee.

You choose Starbucks. And that means you make every single thing we do possible. Because of you, we can do what we do, all over the world—in a big way. It's Ethical Sourcing, the way we buy our coffee. It's Environmental Stewardship, finding ways to be better to the planet. And it's Community Investment, giving back to the neighborhoods we're a part of.

It is what we have always done. But with your help and support we're doing these things on a on a scale we never could have imagined.

You deserve as much credit for all of it as we do—maybe more.

Thanks, you.



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Bring your own mug or tumbler to Starbucks and save 10¢ plus a paper cup. Or ask for your drink in a ceramic "for here" mug.

ETHICAL SOURCING

We're committed to buying and serving the highest quality, responsibly grown, ethically traded coffee to help create a better future for farmers and a more stable climate for our planet.

- + By 2015, 100% of the coffee we buy will be responsibly grown and ethically traded.
- + Last year we bought 77% of our total coffee this way—almost 300 million pounds worth. We also committed to doubling the amount of Fair Trade Certified™ coffee we'll buy in 2009 to 40 million pounds—more than any one else in the world.

We've been working with Conservation International for over 10 years, developing the comprehensive set of environmental, social, economic and quality principles we use to approve Starbucks™ Shared Planet™ coffees. And in 2008, we announced plans with Fair Trade to work to reach even more farmers and increase the amount of responsibly grown, ethically traded coffee available. We couldn't do it without them.



COMMUNITY INVOLVEMENT

We're committed to being a good neighbor and a catalyst for change by bringing together our partners (employees), our customers and their communities.

- + By 2015, we will contribute over 1 million community service hours per year.
- + Our partners and customers in the U.S. and Canada gave back 245,000 hours in service to their local communities last year alone.



ENVIRONMENTAL STEWARDSHIP

We're committed to minimizing our environmental footprint, tackling climate change and inspiring others to do the same.

- + By 2015, 100% of our cups will be reusable or recyclable.
- + And, we will significantly reduce our environmental footprint through energy and water conservation, recycling and green construction.
- + 20% of the energy we use in our U.S. and Canadian stores today comes from renewable sources.
- + We're working with Conservation International to help address climate change by protecting the tropical forests that surround coffee farms.

Plant a tree. You'll make things look nicer, and trees absorb CO2—a major cause of global warming.

Get Grounds for your Garden. Our used coffee grounds are great nutrition for gardens. And they're available free—just ask your barista.

Change to energy efficient lightbulbs.

PARTNERSHIPS

We work with non-governmental organizations that have expertise and experience in specialized areas—they're crucial in helping us reach our goals.

Conservation International

CI helped design the environmentally, socially and economically responsible guidelines that drive our coffee purchases under Starbucks™ Shared Planet™.

Conservation.org



Fair Trade and the Fairtrade Labeling Organization (FLO)

Provide independent verification for the Fair Trade Certified™ coffee we purchase. Together, we work in support of small-scale coffee farmers, their communities and the environment.

FairTrade.net



International Youth Foundation (IYF)

IYF's YouthActionNet identifies, encourages and enhances the leadership potential of an emerging generation of young social entrepreneurs.

YouthActionNet.org



(RED)

(RED) leverages the purchasing power of consumers and translates it to helping others. When a (RED) product is purchased, a portion of the profits goes to the Global Fund, a nonprofit organization that is fighting AIDS in Africa.

JoinRed.com

