

Once upon a time – about thirty years ago – there was one little Starbucks Coffee store in Seattle’s Pike Place Market. Then we started growing. A few more stores opened in Seattle, then around the country, and four years ago we opened the first Starbucks store outside of North America.

By the end of fiscal year 2000, we were in seventeen countries around the world. All with different cultures and unique points of view. What we wanted to try and understand though, was how the people in these countries view Starbucks.

So we came up with an idea. Send cameras and tape recorders to our baristas in these countries to find out what they experience on a typical day in their Starbucks store. What the people are like, what their favorite drinks are and how they use our store. It was a lot of information to uncover.

This is a little bit of what we learned.

지역, 정보는 범세계적으로

계정식/형식 정보는 다음을 참조  
해석에 허용된 사항에는 다음의 주  
문 영상, 비디오, 오디오 및 기타 매

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전문 본 양해사외의 용어  
다루지 않거나 전하지 않

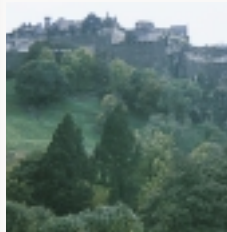
START



Seattle, USA.



KDDI Otomechi store, Japan



Edinburgh castle  
Another scenic view - Scotland



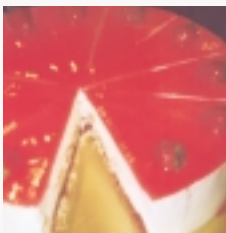
North Bend, USA.:  
Heidi's fast moving feast



Dubai



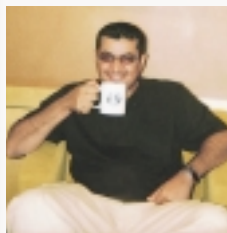
Inogashira Koen, Japan: Starbucks



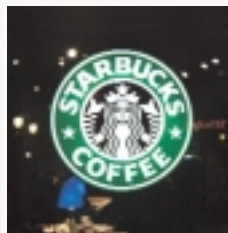
Cheese Cake.  
Can I have some?



Taxi. To London, please.



Dubai



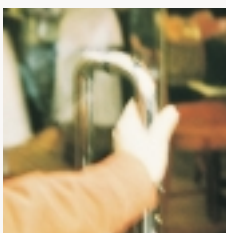
Seattle, USA.



Yido store, South Korea: Mural



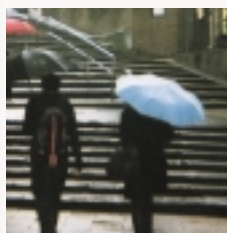
Hanta Lebanon



Inogashira Koen, Japan



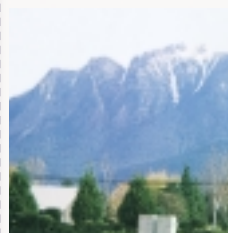
Sydney, Australia: Lara



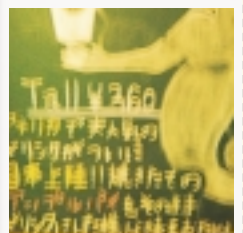
Inogashira Koen, Japan



Phone booth in London



North Bend, USA  
Mount St (night outside our door)



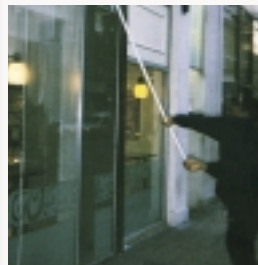
KDDI Otomechi Store, Japan



VANCOUVER, CANADA: OPENING DOOR



Sydney, Australia: Barista



London



VICTORIA, CANADA:  
PUTTING OUT THE PASTRIES



Japan

Nº 74

333-567-100

*Charmant*

# Good Morning

Welcome to Starbucks. And here come our baristas. By foot, bike and bus. By train, tube and car. To stores that open at 6:00 in the morning in the busy business areas of Canada and Japan, and stores that open at 10:00 am near the universities in Kuwait. To serve espresso, lattes, cappuccinos and macchiatos to business people, moms, students and happy world travelers.

# 6:55

## What's the busiest time of day in your store?

**USA: Jason** » Definitely mornings. Probably between 7-9ish. We have a lot of people just on their way to work or on their way to school, stopping in, trying to get their jump start for the morning.

**Canada: Melissa** » It's got to be the morning. We get a lot of what the people on the street might call "suits" coming in, buying their coffee and taking it back to the office. I don't know what they do in all those big buildings, but yeah, it's all those suits coming in and buying coffee in the morning, we're busy in the morning!



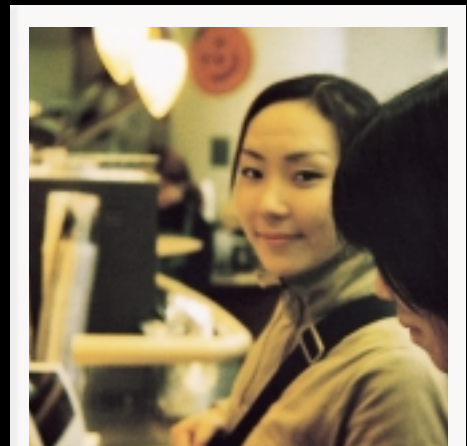
*Our Regular Customer Joe  
Hamra Lebanon*

5:30 5:40 5:50 6:00 6:10 6:20 6:30 6:40 6:50 7:00 7:10 7:20 7:30 7:40 7:50 8:00

## How do you get to work?

**Kuwait: Christopher** » Well, I jog, no I'm just joking. I take a car, because it's so hot outside that you can't really come by foot or by bike or anything but an air-conditioned car so that you are comfortable. That's how I travel.

**U.K.: Debbie** » I'd like to say by bike, for exercise, but actually I drive to the station and then get in the tube and walk about 200 meters to the store.



*Shibuya Tsutaya Store, Japan: Customer*



HERDI - ONE OF OUR EXCELLENT BARISTAS AT SOOB STARBUCKS KUWAIT.



Japan



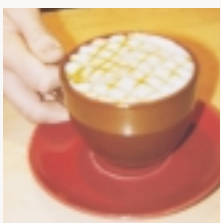
Joseph is steaming Milk  
Hanna Lebanon



Myung Jone, South Korea



Sydney, Australia: Lara



Olive Way, USA



# Craft

No matter where you find Starbucks, one thing remains wonderfully consistent – the unwavering quality of our coffee. That and our partners' passion for it. Everyone seems to have a favorite and a very specific reason why. Yukon Blend® reminds one Japanese partner of sweet bean paste. While a Canadian partner likes, “a double tall, soy, hazelnut, no vanilla, caramel macchiato.” Say that one fast.



Mohammed Song Shary  
Kuwait

## What's your best-selling drink?

**UK:** Chantel » I would say our best-selling drink is a tall latte. But actually we are selling loads of caramel macchiatos. Last week in four days, we sold 287.

**South Korea:** Huek Sie » In our store, caffè latte is the hottest.

## What's your favorite coffee?

**USA:** Jason » Out of all the coffees I've had here, it's the Yemen Mocca, just because it's such an amazing experience. The oils wrap around your tongue and it's so rich and buttery.



16 17 18 19 20 21 22 23 24 25 26

THE PERFECT SHOT OF ESPRESSO  
{measured in seconds}

*The Heart and Soul  
of Starbucks*

*Dubai*

# Community

Our stores are found in a wide range of places. By beaches in Kuwait and harbors in Australia. Five stories tall in a premier shopping district of South Korea and fifteen meters wide in a quaint corner of the U.K. But we're not just in different countries, we're in different communities. And there's a lot that our partners do to become welcomed neighbors.



*Yoido Park, South Korea*

## How do you make a difference in your neighborhood?

**Kuwait: Christopher** » Kuwait has this tradition, where a lot of people go and they join up, they have big, joint families. They meet up once a week and that's called "Divaniah." Since we have opened Starbucks you can hear a lot of people calling for their cousins, their relatives, coming into Starbucks, and very often they refer to Starbucks as their "Divaniah," which is like their third place, apart from work and home.

**Australia: Roy** » We donated the profits from our opening day to the Creative Youth Initiatives Programme of Mission Australia – it's a community organization that works with the homeless here in Sydney.

# TELEPHONE

No. 53426



SOOR SHARQ (KUWAIT)  
THEY LOVE THE PATIO OUTSIDE  
STARBUCKS-OM AND OUR LOLLIPOPS TOO.



Scotland, U.K.: Bagpipers



Day of caring Seattle, USA.



Tour of the castle - Edinburgh  
about to commence



Scotland, U.K.: Man and son



Seattle, USA.: Grounds for  
Giving Project



Some of STARBUCKS Smug Shop,  
(behind) The Mariner - Kuwait



Launging about in Scotland

# Study Hall Oasis Hangout Community Center Library

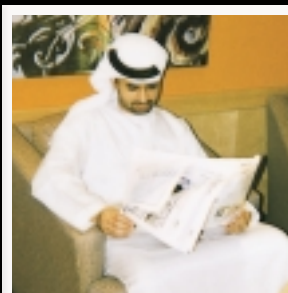
Whether it's Seattle, Washington or Kobe, Japan. Whether we've been there for four years or four days, people know us. They know how to use us. They bring in their laptops and strollers and sit with their friends and families and co-workers. For inspiration or experience. Or a simple cup of coffee.



HISA - MIND - NAJLA - SHAKHA  
Kuwait



Ino gashira Koen, Japan



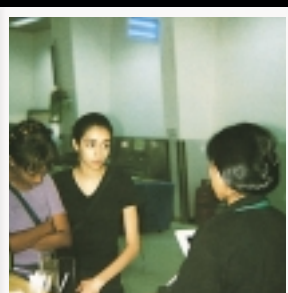
Dubai



A regular Customer Hassan  
enjoying his Espresso,  
Hanna Lebanon



Scotland



Nadia & Lucia - Students at the Women's University  
at Kafan - This is our last time so far.



BABY JACK  $\frac{1}{3}$  MOM  
North Bend, USA.



Olive Way, USA.. Jason & Patrick



Myeondang, South Korea



Sydney, Australia



One of our most regular families  
at Souq Shabq, Kuwait



North Bend, USA.



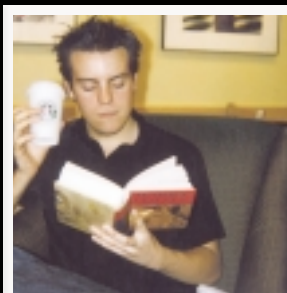
# Conference Room Workspace Front Porch Breakfast Nook



London, U.K.



OUR FAMOUS TWINS  
KUWAIT



Coffee and book  
London



Yoido, South Korea



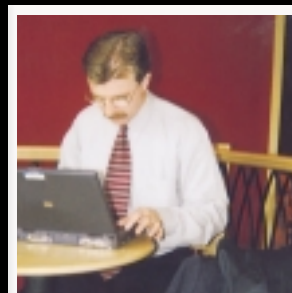
KUWAIT



A business men's lunch  
Scotland



Student at Keijun Women's University



Scotland, U.K.



Sydney, Australia: Olivia and Bella



Customers Toshinuki, GOR Kazuaki  
from Japan Touring in Lebanon  
Hansu Lebanon



CECIL & HIS SONS - IN TOWN CELEBRATING HIS  
50TH WEDDING ANNIVERSARY North Bend, USA



KUWAIT

# Partners

We call our employees partners because that's how we think of them. Partners who are helping to grow our company. They're the ambassadors of Starbucks. And based on the pictures and interviews, it's a name they take to heart. They're a bunch of outgoing people who like to be around other people - getting to know the regulars, talking to visitors and hanging out with each other after work. That didn't change, no matter where in the world they were.



*"End of The Night"  
Myeongdong, South Korea*



*VANCOUVER, CANADA: GROUP*



*North Bend, USA  
Heidi, fearless storemanager*



*Sydney, Australia:  
"Store Manager Nalin"*

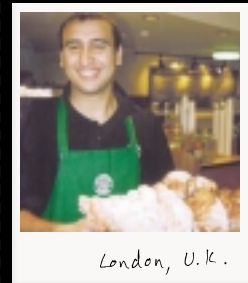
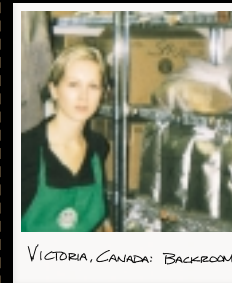
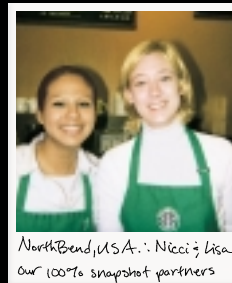
## What do you enjoy most about working at Starbucks?

**Australia: Roy** » I enjoy just meeting people, greeting people every day and the fun and the buzz you get to have working behind the bar with all the partners, and chatting with the customers.

**South Korea: Mi Jung** » Our customers are part of the happy experience. Today when customers walked out of the store, I opened the gate saying, "thank you and good luck" to them. They replied immediately, so friendly, so nice. That's real feeling, that's authentic.

**Japan: Natsuko** » I am always happy with my green apron on.

**Kuwait: Christopher** » Well, what I enjoy most about Starbucks is that I believe I have found something special in this organization. I had never seen this kind of an atmosphere anywhere before. In all the places that I've worked, I've never seen so much respect and dignity dwelling in any workplace, which is amazing.



**USA: Jason** » I walk up the street and see at least three customers, at least three. Everyone knows you, "the coffee guy." "Oh that guy makes my coffee." And I know them all by, "triple, short, almond, soy latte" or "grande, light caramel macchiato." Names escape me, but drinks always tend to stick.

**UK: Chantel** » I enjoy the busy rush period where we have lots of queues, and everything is really intense but really fun.



Sydney, Australia: "Hyde Park Store"



Seattle, USA.  
Sleepy time ☺



shibuya Tsutaya Store, Japan



STARBUCKS SHAAB (KUWAIT)  
THE STORE FROM THE OUTSIDE  
ITS LOCATED IN A LEISURE PARK.



Dubai



VICTORIA, CANADA: CLEANING UP



Seattle, USA.: Pike Place Market

Cameras, tape recorders and a lot of postage. With the stories and pictures we got back, we thought maybe we could capture that thing - whatever it is that makes Starbucks so universal. So immediately welcomed and accepted wherever we open a store. Sure, some things are different - the food in the pastry case or the barista behind the counter - but the similarities are much greater than the differences. And maybe that's the thing.

# Goodnight

{ See you in the morning }

## An Unforgettable Experience

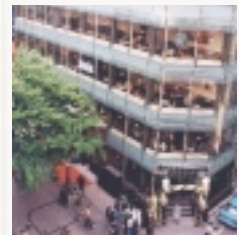
My trip to Asia in May 2000 to open four new stores reaffirmed what I knew in my heart - Starbucks truly touches the lives of people around the world. On Tuesday, May 2, I arrived in Seoul, South Korea and went immediately to the largest Starbucks Coffee store in the world, located in the trendy Myundong shopping district. This beautiful glass-fronted store is located on a corner and is five stories tall, with 200 seats. I was awestruck by the sight. After our official opening ceremony, all five stories quickly filled with customers who were eager to savor the *Starbucks Experience*. I had been skeptical when our partners in Seoul suggested their ambitious plan for Myundong. I couldn't imagine a Starbucks Coffee store this large - but was happy to have my doubts erased by the presence of so many customers.

After this inspiring experience, we went to Hong Kong to open the city's first Starbucks Coffee store at Exchange Square, Central. The store was packed with people, including many members of the press who had come to document the event. To celebrate the opening, I joined with our partners in Hong Kong to pour heart shapes into a giant coffee press to symbolize pouring our hearts into this bustling new store. We continued on to the opening of Hong Kong's second store at Hysan Avenue, Causeway Bay, where a traditional lion dance was performed to commemorate the event. The acrobatic dance was so remarkable that it stopped traffic. Afterwards, I joined our partners in dotting the eye of the lion to bring good luck. At the opening of each store, I witnessed the excitement and enthusiasm of our partners and customers in these new markets. As we prepared to move on, I couldn't help but reflect on this amazing journey.

On Thursday, May 4, 2000 between 9:30 p.m. and 9:45 p.m., the world came together at Starbucks. It was near closing time on the opening day of the first Starbucks Coffee store in Shanghai, located at Luwan, a prestigious shopping district in the city. I returned to the store to thank our partners for a job well done. As I drove up, I noticed that the Starbucks logo illuminated the darkness. To my delight, the store was still packed with customers.



*Howard at Opening Day  
Ceremonies in Shanghai*



*Impressive 5-story  
Myundong Store*

As I have done a thousand times before, I asked a customer how he had heard about Starbucks. The customer said, "Everyone knows about Starbucks!" He added that he visits our stores daily in his home city, Beijing. Behind him, two women were waiting in line. One of them was a consultant from Philadelphia who worked in Shanghai. A Starbucks customer in the United States, she had brought her friend, a native of Shanghai, to the store for her first cup of Starbucks coffee.

A moment later, two women from Taiwan joined the conversation. They had just bought *Pour Your Heart into It - How Starbucks Built a Company One Cup at a Time*, which had been translated into Chinese and was sold in our store there in Shanghai. I happily signed a copy for them.

Simultaneously, as I was chatting with them, three American women ran into the store. One woman lived in Pudong, a suburb of Shanghai, located about 25 minutes away. The other two were friends of hers, visiting from California and Minnesota. They were so excited a Starbucks Coffee store opened that they drove all the way into the city for their favorite coffee. They thanked me repeatedly for bringing Starbucks to Shanghai.

Just when I thought it couldn't get any better, a young couple who had been on a passing bus came into the store. She was from Germany and he was from Mexico. They had asked the driver to stop the bus when they saw the bright, green glow of the Starbucks logo. Both of them knew Starbucks from their travels and they didn't want to miss the opportunity to have some Starbucks coffee. (By the way, we have yet to open stores in Germany or Mexico.)

In those 15 minutes before closing and throughout my trip to Asia, I realized that people around the world have embraced Starbucks, and was reminded of the power of the Starbucks brand and experience.

From Seattle to Shanghai, Starbucks is bringing people together through coffee and a sense of community. I feel truly fortunate to be part of this incredible company, which touches the lives of so many people worldwide.

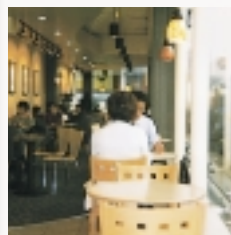
Sincerely,



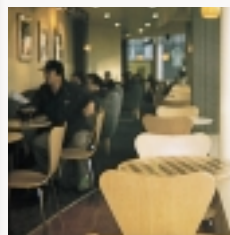
1st Floor



2nd Floor



3rd Floor



4th Floor



5th Floor



#### A U S T R A L I A

- > First Starbucks store opened in Sydney in July 2000
- > There are 2 stores in Australia

#### C A N A D A

- > First Starbucks store opened in Vancouver, in March 1987
- > There are 238 stores in Canada

#### C H I N A

- > First Starbucks store in Beijing opened in January 1999
- > First Starbucks store in Hong Kong opened in May 2000
- > First Starbucks store in Shanghai opened in May 2000
- > There are 28 stores in China

#### J A P A N

- > First Starbucks store opened in Tokyo in August 1996
- > The Shibuya store is our busiest store in the world
- > There are 154 stores in Japan

#### K U W A I T

- > First Starbucks store opened in Kuwait City in February 1999
- > This was the site of our first Middle Eastern store
- > There are 4 stores in Kuwait

#### L E B A N O N

- > First Starbucks store opened in Beirut in November 1999
- > There are 3 stores in Lebanon

#### M A L A Y S I A

- > First Starbucks store opened in Kuala Lumpur in December 1998
- > There are 14 stores in Malaysia

#### N E W Z E A L A N D

- > First Starbucks store opened in Auckland in October 1998
- > There are 15 stores in New Zealand

#### P H I L I P P I N E S

- > First Starbucks store opened in Manila in December 1997
- > There are 27 stores in the Philippines

#### Q A T A R

- > First Starbucks store opened in Doha in August 2000
- > There is 1 store in Qatar

#### S I N G A P O R E

- > First Starbucks store opened in Singapore City in December 1996
- > There are 28 stores in Singapore

#### S O U T H K O R E A

- > First Starbucks store opened in Seoul in July 1999
- > This is the home of the biggest Starbucks store in the world – located in Myundong, a premier shopping district
- > There are 6 stores in South Korea

#### T A I W A N

- > First Starbucks store opened in Taipei in March 1998
- > There are 47 stores in Taiwan

#### T H A I L A N D

- > First Starbucks store opened in Bangkok in July 1998
- > There are 15 stores in Thailand

#### U N I T E D A R A B E M I R A T E S ( D U B A I )

- > First Starbucks store opened in Dubai City in April 2000
- > There are 5 stores in Dubai

#### U N I T E D K I N G D O M

- > First Starbucks store opened in London in September 1998
- > There are 156 stores in the U.K.

#### U N I T E D S T A T E S O F A M E R I C A

- > First Starbucks store opened in Seattle's Pike Place Market in April 1971
- > There are 2,758 stores in the U.S.A.

Store counts represent total numbers as of October 1, 2000