STARBUCKS CARD CORPORATE SALES

CONNECTING THE THOUGHTS

Well done.

You can do it!

Thank you.











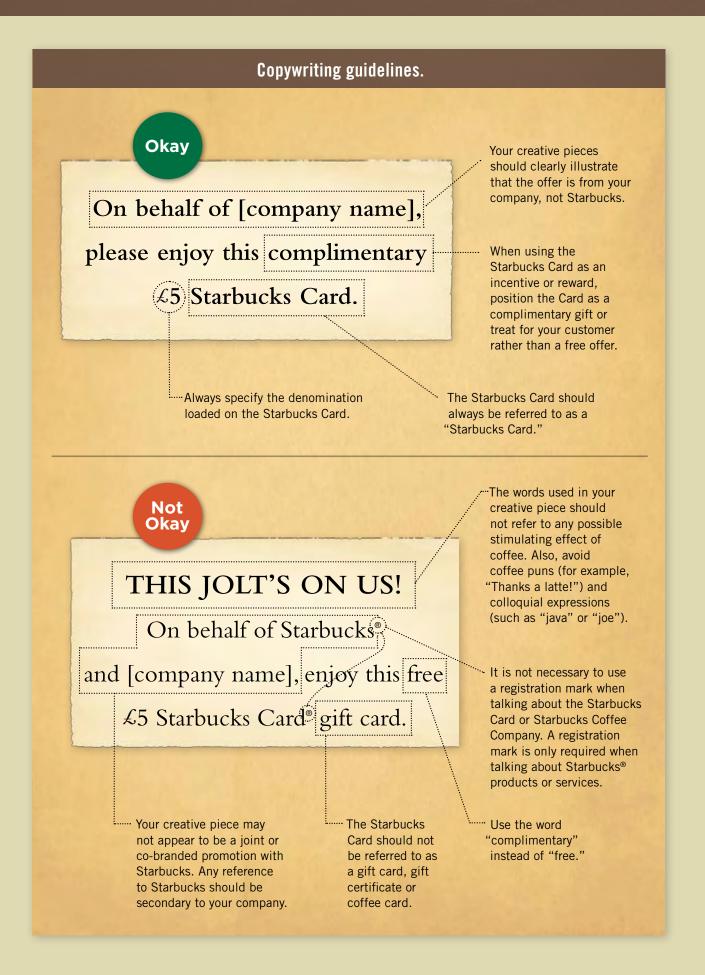
www.starbucks.co.uk

IT'S ALWAYS A GOOD TIME FOR THE STARBUCKS CARD

The Starbucks Card offers something for everyone. For you, the Card is a great way to drive business initiatives. You can create programmes that drive results, change customer behaviour or simply express thanks.

For your customers and employees, the Starbucks Card is a gift they love to receive. They can enjoy the Card at Starbucks stores in the UK, Republic of Ireland, USA, Canada, Mexico, Australia and Hong Kong for whatever they want - lattes, pastries, cafetières, whole bean coffee, CDs and more whenever they want it.

Our corporate sales team can be reached on 020 8834 5100 Monday to Friday, 9am to 5.30pm. And we're always open at **www.starbucks.co.uk**



Starbucks Card wordmark and image usage.



A few more things.

TERMS AND CONDITIONS: These are clearly stated on the back of the Starbucks Card carrier. You do not need to include them in your creative piece.

LEGAL REVIEW: Please remember that all programmes and materials using the Starbucks Card are subject to Starbucks legal and brand approval. Starbucks reserves the right to refuse usage of the Starbucks Card name, wordmark and image in any promotion. Please allow approx 5 to 10 working days for legal and creative approval. **TRADEMARK NOTICE:** The following notice must be used on all creative pieces using the Starbucks Card name, wordmark, image or brand. It should be placed on its own line, separate from your company's legal information.

Starbucks, the Starbucks logo and the Starbucks Card design are either trademarks or registered trademarks of Starbucks U.S. Brands, LLC.

Starbucks is not a participating partner or sponsor in this offer.

If you have any questions about how you may use the Starbucks Card, give us a call on 020 8834 5100 or email us at greatcoffee@starbucks.com. Our team is happy to help.



MOTIVATE BEHAVIOUR

The Starbucks Card is a great motivator. It encourages employees and existing customers to open their minds to your new products, services and programmes.



REWARD PERFORMANCE

Who doesn't love to be recognised for their hard work? The Starbucks Card is a thoughtful expression of your gratitude, and is remembered by employees long after it's received.



APPRECIATE LOYALTY

A little goodwill goes a long way in fostering customer loyalty. Starbucks Card is a great way to show customers how much you appreciate their business.



MOTIVATE BEHAVIOUR

You can do it!

The key to motivating people is to give them something they want. Use the Starbucks Card to motivate people to change their behaviour or give your new products and services a try.

A FEW MORE IDEAS:

Surveys

Customer contact information updates Opt-ins for company news and information Referral programmes Product or service upgrades Subscription renewals Add-on purchases

REWARD PERFORMANCE

Well done.

KEEP THE REWARDS COMING:

Customer service excellence Employees of the month New employee referrals Safety, sales and attendance awards Employee birthdays and anniversaries Praise is a sincere way to improve morale. Starbucks Card can help you express how much you value your employees' hard work and their everyday contributions to your success.

APPRECIATE LOYALTY

Thank you.

It's the little things that create loyalty. Give the Starbucks Card as a token of your appreciation, or use it to help turn an unpleasant experience into a positive interaction.

OTHER WAYS TO SHOW YOU CARE:

Top customer recognition Festive gifts Customer birthdays Customer service recovery Customer feedback Scheduling changes Product recalls

4

Keep a few extra Starbucks Cards on hand for those unexpected opportunities. Give them to customers when things go wrong, or just because you're in a good mood and want to share the feeling.

STARBUCKS CARD CARRIER



YOU CAN HANDWRITE YOUR OWN MESSAGE AND AMOUNT ON THE CARRIER

We offer denominations of £5 to £150 (€5 to €150).

CUSTOMISING THE STARBUCKS CARRIER

Our Card carrier can be personalised with your logo and a message to suit your business needs.

CUSTOM MESSAGE ORDERS



• For custom message orders there is a customising charge of 15p per Carrier.

Welcome around the World UK. Republic of Ireland, USA, Canada, Australia, Hong Kong and Mexico

CUSTOM MESSAGE WITH LOGO ORDERS



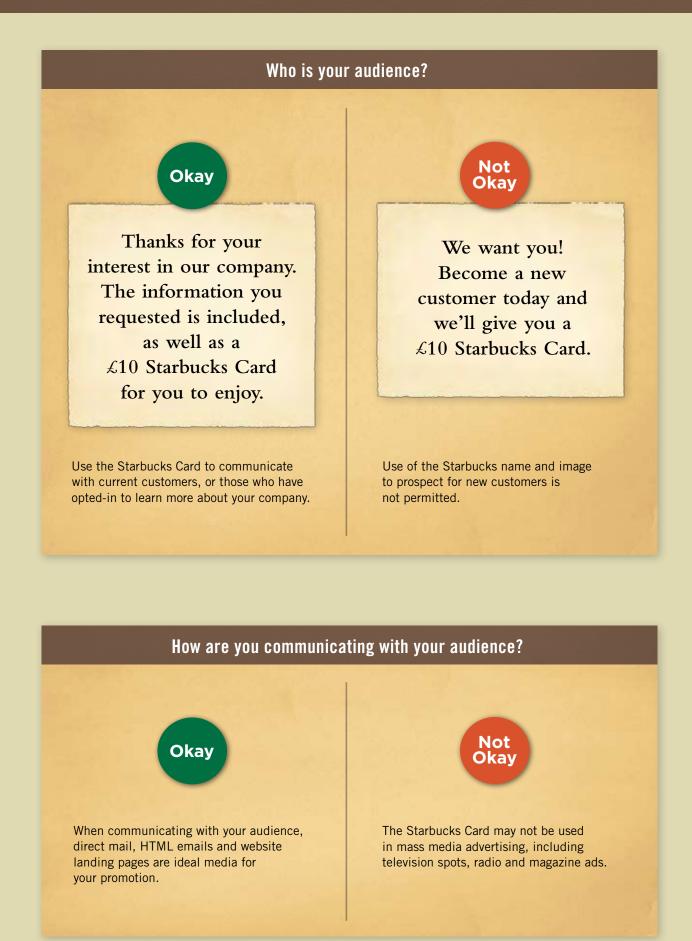
CUSTOM MESSAGE WITH LOGO ORDERS

- The minimum order for a custom message with logo is 15 Cards and all Cards must be the same denomination.
- A one-off setup fee of £10 applies to all custom logo orders.
- For custom message with logo orders there is a customising charge of 15p per carrier.
- Please allow approximately 3 to 6 working days for custom logo printing, plus delivery.

LOGO ART REQUIREMENTS

- We will ask for an electronic file of your logo.
- We accept black and white TIFF, JPEG or EPS format at actual size from 300 to 1200 dpi. The imprint area is 2.54cm high x 6.35cm wide.
- Before printing your custom logo order, we email one complimentary proof for your approval.
- Custom logos are printed in black only.
- Card carrier dimensions (closed): 10.5cm high x 14.8cm wide. Font is Clarendon, 9 point, centred.

USING THE STARBUCKS CARD IN YOUR CREATIVE MATERIALS



Please note that all creative must be approved by Starbucks Coffee brand marketing team and allow 5 to 10 working days for sign off.

THANK YOU FOR THINKING OF STARBUCKS

The Starbucks Card is an excellent choice to motivate, reward and appreciate the people around you. It shows your customers and employees how important they are to you and connects them to the success of your business.



PLACING YOUR ORDER

Starbucks Cards are available in denominations of £5 to £150 (€5 to €150), with a minimum order of 15 Cards.

To order your Starbucks Cards, email us at: **greatcoffee@starbucks.com** or telephone **020 8834 5100.** Our team is available Monday to Friday, 9am to 5.30pm.

DELIVERY OPTIONS

We offer complimentary delivery to one location within the UK. For multiple delivery locations, please ask for more details.

PAYMENT METHODS

BACS OR CHAPS, Visa®, MasterCard®.

PLEASE NOTE

Starbucks Cards purchased for business purposes may be tax deductible. Please consult your tax adviser to determine deductibility.

Unless you have registered your Starbucks Card it cannot be returned, exchanged or replaced if the Card is lost or stolen.

Prices and copy accurate at time of print.





STARBUCKS CARD CORPORATE SALES (UK) Ltd greatcoffee@starbucks.com www.starbucks.co.uk Tel 020 8834 5100

