

Welcome to Starbucks! We are excited that you are joining the Starbucks team. We are eager to get to know you better, and we would like to introduce ourselves to you. Starbucks Coffee Company is really just a group of people who are working towards a common goal. So the best way to learn about Starbucks is to learn about the people of Starbucks. This Starbucks Experience course is designed to share our stories with you. We invite you to learn the Starbucks story, and to share your story as well.



## Activities



Time allocated for this card: 15 minutes

Your trainer will provide you with the materials for this course. Please check the list below to ensure that you have what you need:

- Starbucks Experience learning cards (one set of 10 cards, including this one)
- Starbucks Experience video
- DVD player or computer
- Example(s) of customer feedback
- *The Green Apron Book* and “On the Spot” Award Cards
- *Coffee Tasting Guide*
- Learning Journal

**NOTE:** If you do not have access to the Internet, your trainer will provide you with additional printed materials as needed.

Next, complete all of the steps listed below on this card (Card 1), and then proceed to Card 2. After you complete each card, move on to the next.

### Read This Card

- Read the information about Starbucks on the reverse side of this card. Write your thoughts and questions in your Learning Journal. Use your Learning Journal to record notes that you want to remember and questions for follow-up. You will review these questions with your trainer at the end of this course.

### Discover Resources

- For the most up-to-date list of Starbucks awards and recognition, go to [www.starbucks.com](http://www.starbucks.com) and click on “Our Company.” Locate “Recognition” and click the “Download PDF” link to open the Starbucks Company Recognition document.

### Learn More

- Take five minutes to discover some of the great information that is available online about Starbucks Coffee Company. Go to [www.starbucks.com](http://www.starbucks.com) and explore the site. Then, click “Select Location” to explore some of the worldwide Starbucks websites. Check out the website for your own country!
  - **NOTE:** If you do not have access to the Internet, proceed to the next activity below.
- Ask your trainer (or a nearby coworker who is available to talk to you for a few minutes) why he/she chooses to work for Starbucks.

#### Resources

- Starbucks Company Recognition



## Best Place to Work

Starbucks hires the very best, and we are lucky to have you! Starbucks is a great company to work for and with, but don't take our word for it. Look at some of the worldwide recognition that has been awarded to Starbucks:



**Fortune Magazine**, a leading finance publication, recognized Starbucks based on key attributes, including: innovation, people management, social responsibility, global competitiveness, and quality of products and services.



**Fortune Magazine** recognized Starbucks, based on the *Great Places to Work Institute* survey score and the *Fortune Culture Audit*, which included: demographics, benefits, company philosophy and communication.



Granted by **Ethisphere**, an international research institute dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability.



Awarded by **RetirementJobs.com**, certified employers objectively consider candidates for employment free of age discrimination and value them for their knowledge, maturity, reliability and productivity.

## What Is the Starbucks Experience?

This course is designed to introduce you to Starbucks and the *Starbucks Experience*. This is the world-class customer experience we try to create every day in our stores — to create highly satisfied customers. It is built on our products, our places and our people. Our customers come for the coffee, stay for the inviting warmth and return for the human connection. You may have already experienced Starbucks as a customer. Now, you are a part of creating the *Starbucks Experience*!

### Did You Know?

- Starbucks purchased 269 million pounds of coffee in fiscal 2010.
- We are the inventor of Frappuccino® blended beverages.
- We welcome millions of customers through our doors every day at more than 17,000 locations in over 50 countries.



STARBUCKS EXPERIENCE  
Welcome

Coffee is the heart of what we do at Starbucks. We are passionate about the quality of our coffee and about the people who grow, roast and serve our coffee. Even as Starbucks has grown and evolved, we have not compromised the quality of our coffee. Only three percent of coffee grown around the world is good enough to make it into a cup of Starbucks® coffee. Starbucks is also a leader in coffee innovation — from the introduction of espresso drinks to the American culture (in 1984) to the introduction of Starbucks VIA® Ready Brew (in 2009) and Starbucks® Blonde Roast (in 2012). One thing always remains the same: our commitment to serve the highest quality coffee in the world.

## Activities



Time allocated for this card: 20 minutes

### Watch the Video and Then Read This Card

- Watch *Our Passion: Starbucks Coffee and Customers* (chapter 1 of the Starbucks Experience video), which covers the topics of Our Coffee (Card 2) and Our Customers (Card 3). Observe the different kinds of customers you see in the video. Follow the journey that coffee takes from tree to cup. Write your thoughts and questions in your Learning Journal.
- Read the “Starbucks First Latte” story on the reverse side of this card. Write your thoughts and questions in your Learning Journal.

### Discover Resources

- Coffee is at the core of our business at Starbucks, and coffee tastings are an important part of Starbucks culture. To learn more about how to taste coffee, read “Coffee Taste Characteristics” and “The Four Steps of Coffee Tasting” in the “Tasting” section of the *Coffee Tasting Guide*. Review the *Coffee Tasting Guide* to find a coffee that you would like to taste soon. Write it in your Learning Journal to share with your trainer.

### Learn More

- To learn more about Starbucks coffee, go to [www.starbucks.com](http://www.starbucks.com). Explore the coffee information on the site. View the main page and also try exploring the “Coffee” link. You can find information about our core coffees, growing regions and much more.
  - **NOTE:** If you do not have access to the Internet, then explore the coffee information in the *Coffee Tasting Guide*. You can find a description of each of our core coffees and information on coffee buying, roasting and more in the *Coffee Tasting Guide*.

### Resources

- Coffee Passport



# Starbucks First Latte

**H**oward Schultz joined Starbucks as the marketing director in 1982 when the company was 10 years old and had five stores (he became the CEO of Starbucks in 1987). In 1982, Starbucks only sold whole-bean coffee. Below is the story of how Howard Schultz first discovered Italian espresso drinks and introduced them to Starbucks and to American culture (excerpted from his book, *Pour Your Heart Into It*):

“... in the spring of 1983 ... the company [Starbucks] had sent me to Milan to attend an international housewares show. ... The morning after I arrived, I decided to walk to the trade show. ... Just as I started off, I noticed a little espresso bar. I ducked inside to look around. ... Behind the counter, a tall, thin man greeted me cheerfully, ‘*Buon giorno!*’

“I mimicked someone and ordered a ‘caffè latte,’ my first taste of that drink. I had expected it to be just coffee with milk, but I watched as the barista made a shot of espresso, steamed a frothy pitcher of milk, and poured the two into a cup, with a dollop of foam on the top. ... It was the perfect drink. Of all the coffee experts I had met, none had ever mentioned this drink. No one in America knows about this, I thought. I’ve got to take it back with me.

“As I watched, I had a revelation. ... The connection to the people who loved coffee did not have to take place only in their homes, where they ground and brewed whole-bean coffee. What we had to do was unlock the romance and mystery of coffee, firsthand, in coffee bars. ... If we could

re-create in America the authentic Italian coffee bar culture, it might resonate with other Americans the way it did with me. Starbucks could be a great experience, and not just a great retail store.”

As a result of Howard’s excitement, Starbucks tested an espresso bar when it opened its sixth store at the corner of Fourth Avenue and Spring Street in downtown Seattle, in April of 1984. The response was overwhelmingly positive. In Howard’s words, “From the minute we opened, this much was clear to me: Starbucks had entered a different business. There could be no turning back.”



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***“No one in America knows about this, I thought. I’ve got to take it back with me.”***

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## **Did You Know?**

In order to ensure high quality for all of Starbucks® coffee offerings, Starbucks coffee buyers taste more than 250,000 cups of coffee every year!



**STARBUCKS EXPERIENCE**  
*Our Coffee*

Everything we do comes back to making a difference in the lives of our customers. Our customers have told us that what is most important to them is a quality beverage just the way they ordered it, in a time they feel is appropriate, delivered with a human connection. We strive to anticipate customers' needs while connecting with them. We personalize our service for each customer and ensure that they leave highly satisfied with their experience. This is how we create inspired moments in each customer's day.

Starbucks has become so much to so many people, whether it is a place to meet with friends, have a work meeting, conduct a job interview, chat with a book club, do some homework or just have a delicious cup of coffee. Every store acts as a third place — a relaxing place other than home (the first place) or work (the second place). Our stores become a haven, a break from the worries outside, a place where our customers feel a sense of belonging. The third place does not just happen, it is created when we are fully engaged with our customers. It is created when we connect with, laugh with and uplift our customers. You help to create the third place for our customers.

## Activities



Time allocated for this card: 10 minutes

### Read This Card

- Read the Starbucks Customer Service Vision and the customer stories on the reverse side of this card. Write your thoughts and questions in your Learning Journal.

### Learn More

- At Starbucks, we are passionate about listening to and responding to our customers and involving them in making us a better company. To learn more, explore some actual customer feedback. Your trainer will provide you with some examples, such as Customer Comment cards or a Customer Voice report.
  - **Optional:** If you have access to the Internet, go to [www.starbucks.com](http://www.starbucks.com), click on “Coffeehouse” and then click on “Online Community.” Visit any of the links to learn more about what our customers are saying about their *Starbucks Experience* through online sites such as Facebook and Twitter.
- Ask your trainer (or a nearby coworker who is available to talk to you for a few minutes) to share with you his/her favorite customer story.



STARBUCKS EXPERIENCE  
Our Customers

# Inspired Moments

What is customer service at Starbucks? How do we create the “third place” and the *Starbucks Experience*? Our Vision is simple: **We create inspired moments in each customer’s day.** To do this, we observe our customers and **anticipate** their needs at each moment during each visit. This means that we respond with appropriate pacing and speed, being respectful of their time, personalizing each moment. We **connect** with our customers and we form ongoing relationships built on recognition. We **personalize** and bring pride, care, and attention to detail to creating the highest quality and best tasting beverage for each customer. We **own** our responsibility to do the right thing for our customers and we are empowered to make every moment just right, using our best judgment. When we do these things, we create highly satisfied customers.

## What Our Customers Are Saying

“It was a busy morning at Starbucks, but the Starbucks employees were so organized! A perfect model of efficiency. I have never been so relaxed to wait in line for my coffee. One barista took orders from people in line and called it out, several other baristas made the drinks, and another couple of baristas rang up the orders. And everyone was pleasant. Wonderful! I would visit this Starbucks daily if it were not located in an airport terminal.”

— From a customer in Tampa, Florida

“One day in July, my boyfriend and I ordered a Mocha Frappuccino in a Starbucks store in Beijing. As I was unaccustomed to the sweet taste of Frappuccino, I started to complain to my boyfriend while the barista, Sky, was passing by. In time, he asked my opinion on the drink and confirmed with me. A few minutes later, he brought a newly made Frappuccino to me and said that it is a special Mocha Frappuccino with an extra shot especially for me to make the drink less sweet. I was deeply moved by Sky’s enthusiasm. You put enormous efforts on creating enthusiastic satisfied customers, which makes me feel that Starbucks is a respectable company. I will always like Starbucks!”

— From a customer in Beijing, China

“I would like to submit my feedback about my favorite Starbucks store, located in Moscow, Arbat Street, 19. I have been visiting this store for three months. I am trying to visit it every evening, at least five workdays a week. I would like to share my best emotions and impressions about this store. They have the best staff I have ever seen! I think these friendly people have to be awarded a special prize for being always smiling and making a very special atmosphere for this store. I really love it and I share this impression with all my friends. Everyone working there always looks so happy to see me every evening, so I miss them if I do not visit that Starbucks on a particular day. I really want you to know that this store is the best Starbucks I have visited regarding service, staff and atmosphere.”

— From a customer in Moscow, Russia



STARBUCKS EXPERIENCE  
Our Customers

From the time that Starbucks was founded in 1971 to the present, we have been an innovator and a leader. We have led the way in creating the highest standards in the industry for responsible and ethical sourcing of our coffee. We were one of the first companies in America to import premium *arabica* coffee from around the world, and to serve espresso drinks in the Italian coffeehouse tradition. From the beginning, Starbucks also set out to be a different kind of company . . . one that not only celebrates the rich tradition of coffee, but also one that creates connections — for our customers and with each other. Today, and with every cup, we strive to bring both our heritage and the *Starbucks Experience* to life.



## Activities



Time allocated for this card: 15 minutes

### Watch the Video and Then Read This Card

- Watch *Our Journey: Starbucks Heritage, Organization and Brands* (chapter 2 of the Starbucks Experience video), which covers the topics of Our Heritage (Card 4), Our Organization (Card 5) and Our Brands (Card 6). As you watch, observe how we have supported each other, our customers and our communities. Write your thoughts in your Learning Journal, and write down any questions you have.
- Read the story about Howard Schultz’s father on the reverse side of this card. Write your thoughts and questions in your Learning Journal.

### Discover Resources

- Take five minutes to examine the Starbucks Company Timeline. To view an online copy, go to [www.starbucks.com](http://www.starbucks.com) and click on “Our Company.” Locate “Timeline” and click the “Download PDF” link to open the Starbucks Company Timeline document. Be sure to find and read about the following milestones:
  - 1971: Where did Starbucks open its first store?
  - 1984: Who convinced Starbucks to begin serving espresso drinks?
  - 1996: Where were the first stores outside of North America located?
  - 1999: Who did we collaborate with to promote an environmentally responsible method for growing coffee?
  - 2004: What kind of facility did Starbucks open in San Jose, Costa Rica?
  - 2009: What innovative new coffee was launched in 2009?

#### Resources

- Starbucks Company Timeline



# A Living Legacy

The following story is excerpted from *Pour Your Heart Into It* by Howard Schultz.

“On a cold January day in 1961, my father broke his ankle at work. My father, Fred Schultz, was stuck at home with his foot up for more than a month. Like so many others of his station in life, when Dad didn’t work, he didn’t get paid. My mom was seven months pregnant, so she couldn’t work. Our family had no income, no health insurance, no worker’s compensation, nothing to fall back on. . . . Years later, that image of my father — slumped on the family couch, his leg in a cast, unable to work or earn money, and ground down by the world — is still burned into my mind.

“As I got older, I often clashed with my dad. I became bitter about his underachievement, his lack of responsibility. . . . After he died, I realized I had judged him unfairly. . . . The day he died, of lung cancer, in January 1988, was the saddest of my life. He had no savings, no pension. More important, he had never attained fulfillment and dignity from work he found meaningful. As a kid, I never had any idea that I would one day head a company. But I knew in my heart that if I was ever in a position where I could make a difference, I wouldn’t leave people behind.

“I became CEO of Starbucks in 1987. Over the next ten years . . . we built Starbucks from a local business with 6 stores . . . into a national one with more than 1,300 stores. Today we are in cities all over [the world]. But the story of Starbucks is not just a record of growth and success.

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**“... if I was ever in a position where I could make a difference, I knew I wouldn’t leave people behind.”**

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It’s also about how a company can be built in a different way. It’s about a company completely unlike the ones my father worked for. It’s living proof that a company can lead with its heart and nurture its soul and still make money.

“If there’s one accomplishment I’m proudest of at Starbucks, it’s the relationship of trust and confidence we’ve built with the people who work at the company. We treat warehouse workers and entry-level retail people with the kind of respect most companies show for only high executives.

“Although I didn’t consciously plan it that way, Starbucks has become a living legacy of my dad.”

## Did You Know?

- The name *Starbucks* was inspired by *Moby-Dick* (an 1851 novel by Herman Melville) to evoke the romance of the high seas and the seafaring tradition of the early coffee traders.
- Starbucks logo is a twin-tailed Siren, a sea creature from Greek mythology similar to a mermaid. Our logo has been subtly updated three times, most recently in 2011 when the Siren was liberated from the outer ring. The words *Starbucks* and *Coffee* also were removed, reflecting our evolution beyond coffee.





Starbucks has grown from one store in Seattle, Washington (U.S.), to over 17,000 stores in more than 50 countries. In addition to our company-operated stores, we also have licensed stores and joint-venture stores. Our stores are supported by regional support centers, roasting plants and distribution centers. The Starbucks Support Center (SSC) in Seattle is our main support center that supports all parts of the business. This includes everything from whole-bean coffee that we sell in our stores, to bottled coffee drinks that we sell through retailers such as grocery stores. It is every piece working together that helps to make Starbucks successful. The role of every one of us in Starbucks, no matter what our title or where we work, is to serve our customers.

## Activities



Time allocated for this card: 10 minutes

### Read This Card

- Study the information on the reverse side of this card for an overview of how Starbucks is organized to serve our customers. Write your thoughts and questions in your Learning Journal.

### Discover Resources

- To learn more about the number of Starbucks stores around the world and a list of countries where you can find Starbucks stores, go to [www.starbucks.com](http://www.starbucks.com) and click on “Our Company.” Locate “Company Profile” and then click the “Download PDF” link to open the Company Profile document.

### Learn More

- For more information about our organization around the world, go to [www.starbucks.com](http://www.starbucks.com), click on “Newsroom,” point to “About Starbucks” and then click on “Starbucks Coffee U.S.” to learn about our U.S. business, or click on “Starbucks Coffee International” to access information and timelines for each region outside of the U.S.
- Ask your trainer to share with you how your role fits into our global organization and how you can serve our Starbucks customers.

### Resources

- Company Profile



# How We Are Organized Globally

How we choose our business partners is critical to our global success. Shared values, strategic fit, good leadership and a strong record of accomplishment are among the most important qualities we look for. We work in many different locations and with many different people who are committed to bringing our coffees to customers ... around the world ... one cup at a time.

## Joint Venture Partnerships

Starbucks International stores that are developed and operated by business partners of which Starbucks is an equity holder.

## Licensed Stores

Starbucks branded stores that are owned and managed by licensees. You can find these stores in such locations as grocery stores, hotel kiosks and airports.

## Company-Operated Stores

Starbucks retail locations around the world that are wholly owned and operated by Starbucks.

## Support Centers

Starbucks main support center is in Seattle, Washington, U.S. In addition, we have five other regional support centers:

- Amsterdam, The Netherlands
- Miami, Florida, U.S.
- Shanghai, China
- Toronto, Canada
- Hong Kong



## Farmer Support Centers

Located in Costa Rica and Rwanda, these centers help us build relationships with local farmers and provide them with resources and expertise to help lower costs and improve quality and production.

## Starbucks Coffee Trading Company (SCTC)

Experts at SCTC in Lausanne, Switzerland, source, cup and purchase the highest quality *arabica* coffee in the world. Additionally, they manage farmer relationships and the transportation of coffee from origin farms to roasting plants.

## Roasting Plants

Five Starbucks roasting plants roast, blend and package our coffee for distribution:

- Amsterdam, The Netherlands
- Sandy Run, South Carolina, U.S.
- Carson Valley, Nevada, U.S.
- York, Pennsylvania, U.S.
- Kent, Washington, U.S.

*“We remain highly respectful of the culture and traditions of the countries in which we do business. We recognize that our success is not an entitlement, and we must continue to earn the trust and respect of customers every day.”*

— Howard Schultz



Did you know that there are four major brands that are part of Starbucks Coffee Company? And even under the Starbucks Coffee brand, there are many special trademarked products. Starbucks Coffee Company maintains a multi-brand strategy that enables us to meet customer needs and to appeal to a broad customer base. Our Tazo Tea brand allows us to provide tea beverages to our customers that are as premium quality as our coffee. Seattle's Best Coffee delivers an "Uncommonly Smooth™" roast profile, specialty flavors and franchising opportunities for cafes. And Torrefazione Italia mirrors the unique roasting preferences of various regions in Italy for our foodservice venues (such as restaurants, hotels and cafeterias).

## Activities



Time allocated for this card: 10 minutes

### Read This Card

- Review the brands and selected global products on the reverse side of this card. Write your thoughts and questions in your Learning Journal.

### Discover Resources

- To learn about our products and brand portfolio, go to [www.starbucks.com](http://www.starbucks.com) and click on "Our Company." Locate "Company Profile" and then click the "Download PDF" link to open the Company Profile document.

### Learn More

- To learn more about our products, visit the websites for the brands that are part of our brand portfolio: Starbucks ([www.starbucks.com](http://www.starbucks.com)), Tazo Tea ([www.tazo.com](http://www.tazo.com)), Seattle's Best Coffee ([www.seattlesbest.com](http://www.seattlesbest.com)) and Torrefazione Italia ([www.titalia.com](http://www.titalia.com)). Take 5 minutes to learn more about some of the products under each brand. Note that some products are designed for a specific region. For example, the Starbucks Discoveries® coffee drinks ([www.starbucks.co.jp/discoveries](http://www.starbucks.co.jp/discoveries)) are only available in parts of Asia. Learn which products are available in your region.
- Starbucks Global Consumer Products Group (CPG) includes packaged coffee and tea, ready-to-drink (RTD) beverages and premium ice creams sold through retailers such as grocery stores. To learn more, go to [www.starbucks.com](http://www.starbucks.com), click on "Newsroom," point to "About Starbucks" and then click on "Starbucks Global Consumer Products Group."
  - **NOTE:** If you do not have access to the Internet, walk around your work area and try to find as many different Starbucks Coffee Company brands and trademarked products as you can identify.

### Resources

- Company Profile



Four major brands of Starbucks



Here is a sampling of products from the Starbucks family of brands. (NOTE: Not all brands and products are available in all markets.)



STARBUCKS EXPERIENCE  
Our Brands

Starbucks is more than just coffee. The *Starbucks Experience* has become part of people's daily lives around the world. Our Starbucks Mission is what we aspire to be and describes the impact of our work on others. It connects all of us who work for Starbucks all around the world. It gives us direction when we are making decisions and inspires our daily actions. Together, we all strive to demonstrate the principles of Our Starbucks Mission so that we can create the *Starbucks Experience* for our customers and each other every day. It is up to each one of us to demonstrate each of these elements so that Starbucks — and everyone it touches — can endure and thrive.



## Activities



Time allocated for this card: 20 minutes

### Watch the Video and Then Read This Card

- Watch *Our Impact: Starbucks Mission, Culture and Responsibility* (chapter 3 of the Starbucks Experience video), which covers the topics of Our Mission (Card 7), Our Culture (Card 8) and Our Responsibility (Card 9). Observe how partners demonstrate Our Starbucks Mission. Write your thoughts and questions in your Learning Journal.
- Read the customer letter on the reverse side of this card. Write your thoughts and questions in your Learning Journal.

### Discover Resources

- Locate a copy of Our Starbucks Mission in your work environment. For example, you may find it in the front of *The Green Apron Book* or in your *Coffee Tasting Guide*. (If you have difficulty locating Our Starbucks Mission, ask your trainer for help.) How are the principles of Our Starbucks Mission reflected in the letter on the reverse side of this card? Write your thoughts and questions in your Learning Journal.

### Learn More

- The original Starbucks mission statement was created in 1990 and updated in 2008 to recognize our evolution as a company. To learn more about Our Starbucks Mission, go to [www.starbucks.com](http://www.starbucks.com), click on “Our Heritage” and then click on “Our Starbucks Mission Statement.”
  - **NOTE:** If you do not have access to the Internet, proceed to the next activity below.
- Ask your trainer to share with you what Our Starbucks Mission means to him/her. How does your trainer demonstrate the principles of Our Starbucks Mission on the job?

### Resources

- Our Starbucks Mission



## Our Impact

*Excerpted from a 2009 customer letter received at the Poulsbo, Washington (U.S.) store.*

To the Faithful Crew of Poulsbo Starbucks,

Thank you for your consistent, sparkling, good-natured professionalism. Thank you for being the hub of our week, the space for our regrouping, the warm-up place on a chilly walk home.

I know we do not make it easy for you, balancing our demands for ... hot tea with ice on the side, for personal attention and care while keeping the line ever moving, for intimate anonymity and private oasis.

You prove wrong each day those who assert that to be corporate and to be successful requires some compromise of personality.

I have written two novels here, raised a child from high school through law school, seen newborn babies grow to place their orders on their own, and watched gatherings of small birds and friends, shoppers and bicycle riders enjoy the warmth of your smiles and your service.

This is not just a holiday wish, but a wish for all the year, that on dark mornings and long afternoons, during quiet moments with the mop and when the line of the caffeine-deprived and impatient barely fits in the door, that you remember we appreciate you each and every one, not as placeholder service personnel but as genuine and beautiful people who help make our days a little brighter.

*"People will determine the ultimate success of Starbucks. ... People who every day directly or indirectly affect the quality of products and services our customers receive."*

— Orin Smith,  
former Starbucks CEO

Thank you.

Sincerely,

*The tall drip [coffee] with the cinnamon roll and the bag on the side with the marshmallow treat*



STARBUCKS EXPERIENCE  
Our Mission



At Starbucks, we have a unique culture. Even though we are a large, global company, there are some clear values and practices that link us together. For example, we have a tradition of storytelling here at Starbucks (demonstrated by the stories we are sharing with you during this course). Also, we value coffee knowledge and hold frequent coffee tastings. We focus on quality — in our coffee, our products, our packaging and our store designs. And we value quality relationships — with each other, our business partners and our customers.

What Starbucks aspires to be is described in Our Starbucks Mission, and how we demonstrate those principles is reflected in the five behaviors of *The Green Apron Book*. It is the combination of these two things that describe our culture at Starbucks. *The Green Apron Book* clarifies what we expect and what we reward. Each of us demonstrates these behaviors in our day-to-day actions.

## Activities



Time allocated for this card: 10 minutes

### Read This Card

- Read the Green Apron stories on the reverse side of this card. Write your thoughts and questions in your Learning Journal.


### Discover Resources

- Read *The Green Apron Book* to learn about our five Green Apron behaviors. Write in your Learning Journal which of the five behaviors is most meaningful to you and why.
- Ask your trainer (or manager) where the Green Apron “On the Spot” Award Cards are located in your work area.

### Learn More

- To learn more about Starbucks culture, go to the Starbucks Partner Portal, and click on “Green Apron Portal Community.” There you can learn more about the five behaviors and you can read customer stories. If you need help accessing the Starbucks Partner Portal, ask your trainer for assistance.
  - **NOTE:** If you do not have access to the Starbucks Partner Portal, proceed to the next activity below.
- Ask your trainer (or a nearby coworker who is available to talk to you for a few minutes) to share with you a favorite Green Apron story. How does he/she demonstrate the Green Apron behaviors?

### Resources

- *The Green Apron Book* 
- Green Apron “On the Spot” Award Cards





Starbucks has always believed in doing business responsibly and conducting ourselves in ways that earn the trust and respect of our customers and neighbors. We call this Starbucks™ Shared Planet™ — our global responsibility to do 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. Because of our size, we can have a great impact by bringing together a large number of people to positively change the world on a daily basis.

## Activities



Time allocated for this card: 10 minutes

### Read This Card

- Read the information on the reverse side of this card to learn about Starbucks commitments to global responsibility. Write your thoughts and questions in your Learning Journal.

### Discover Resources

- Take five minutes to discover Starbucks resources for global responsibility (listed below). As you explore these resources, think about how you will help honor Starbucks commitments to global responsibility. Then write your thoughts and questions in your Learning Journal. (**NOTE:** You may not have access to all of these resources. Your trainer can guide you to the resources that are available in your work area.)
  - The Starbucks global responsibility section of our website ([www.starbucks.com/responsibility](http://www.starbucks.com/responsibility))
  - The most recent Starbucks Global Responsibility Report ([www.starbucks.com/responsibility/learn-more/goals-and-progress](http://www.starbucks.com/responsibility/learn-more/goals-and-progress))
  - The Starbucks Community Service website for the U.S. and Canada (<http://community.starbucks.com>)

### Learn More

- Ask your trainer about events or programs available at your location to support one or more of Starbucks global responsibility goals.



STARBUCKS EXPERIENCE  
Our Responsibility

# Starbucks™ Shared Planet™

## ETHICAL SOURCING

**Our Commitment:** To buy and serve high-quality coffee that is responsibly grown and ethically traded. This helps foster a better future for farmers and a more stable climate for our planet.



### Did You Know?

*It is our goal that by 2015, 100% of our coffee will be responsibly grown and ethically traded.*

- We support this goal by purchasing coffee verified by our C.A.F.E. Practices program or certified by a third-party, as well as by funding farmer loans and farmer support centers.



## ENVIRONMENTAL STEWARDSHIP

**Our Commitment:** To minimize our impact on the environment by focusing on recycling and green construction, energy and water conservation, and climate change — while inspiring others to do the same.



### Did You Know?

*It is our goal that by 2015, we will significantly reduce our environmental footprint. For example, we are working to ensure that 100% of our cups are reusable or recyclable.*

- We aim to achieve LEED® green building program certification for all new company-operated stores starting in 2010.

## COMMUNITY INVOLVEMENT

**Our Commitment:** To be a catalyst for positive change by bringing together our partners and customers to help address local issues through community service, and by inspiring youth action and developing leaders around the world.



### Did You Know?

*It is our goal that by 2015, we will contribute more than 1 million hours of community service per year.*

- Through Starbucks™ Youth Action Grants, we are working to nurture and inspire young people to lead and create positive solutions for the challenges that they see in their local communities.

By now, you have learned much of the Starbucks story. As you think about Starbucks, realize that our culture and our impact are a reflection of the values and actions of our people — people just like you. We each bring our own stories and values to contribute to Starbucks as a whole. Take some time to reflect on your own values and how they align with the Starbucks principles that we live every day.

## Activities



Time allocated for this card: 30 minutes

### Discover Your Values

- Think about some of your personal values. Read the list of example values on the reverse side of this card for ideas. Then, list your top five personal values in your Learning Journal (you can select from the example values or think of any values that are important to you).
- Next, read Our Starbucks Mission and principles to find the words and phrases that express Starbucks values. How do the values you identified match up with Starbucks principles? For example, some of your personal values may be “Passion” and “Quality,” which can be found in the principles of Our Starbucks Mission as well. Write a sentence for each of your five values describing how they are reflected by Starbucks or by Starbucks partners.
- Feel free to share with your trainer which Starbucks principles mean the most to you, or align with your own values.

### Make It Personal

- With your trainer, review what you have learned today. Open your Learning Journal and ask your trainer any remaining questions that you have.
- Then, review with your trainer what you have learned in each section of the Starbucks Experience course:

#### Our Passion: Starbucks Coffee and Customers

- Our Coffee — Discuss what you learned about the quality of Starbucks® coffee. Which coffee would you like to taste and why?
- Our Customers — Discuss how Starbucks makes a difference in the lives of our customers. Can you name one example of this?

#### Our Journey: Starbucks Heritage, Organization and Brands

- Our Heritage — Talk about the history of Starbucks. Can you name a few key milestones?
- Our Organization — Discuss where you fit into the organization of Starbucks. What questions do you have?
- Our Brands — Talk about the brands and products that are available in your area. Did you discover any new ones?

#### Our Impact: Starbucks Mission, Culture and Responsibility

- Our Mission — Talk about Our Starbucks Mission. How can you model the principles in your daily work?
- Our Culture — Discuss our culture and the Green Apron behaviors. What do you think makes Starbucks culture special?
- Our Responsibility — Discuss Starbucks impact around the world. Can you name the Starbucks™ Shared Planet™ goals?
- Read “Delivering the *Starbucks Experience*” on the reverse side of this card. Based on what you have learned, talk about what you plan to take back to your new job. How will you approach your work differently? What is your responsibility in delivering the *Starbucks Experience*? Record your answers in your Learning Journal.



## Example Values

Use this list as a starting point to give you ideas as you work on listing your top five personal values (the principles and standards that are your guideposts for making decisions).

Accessibility	Fun	Passion
Care	Growth	Quality
Commitment	Heart	Respect
Connection	Innovation	Service
Consistency	Inspiration	Sincerity
Diversity	Integrity	Spirit
Excellence	Leadership	Teamwork
Experience	Learning	Trust
Friendliness	Loyalty	Vision

## Delivering the Starbucks Experience

Each section you have explored today during your journey through the Starbucks Experience course requires excellence. Whether it is the quality of our coffee or the quality of our relationships with our customers and community neighbors, every person at Starbucks has a responsibility to deliver the best. You are responsible to represent all of the people who have helped develop the product that you deliver to each customer. Everything we do comes back to making a difference in the lives of our customers. Whatever your role is, you represent Starbucks; to our customers, you *are* the Starbucks Experience.



*“If people relate to the company they work for, if they form an emotional tie to it and buy into its dreams, they will pour their heart into making it better.”*

— Howard Schultz,  
*Pour Your Heart Into It*



**STARBUCKS EXPERIENCE**  
*Our Principles*