



Sheridan Inc.

**Presents
Starbucks Media Kit**



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PRESS ADVISORY

December 9th, 2015

Contact: Victoria Sheridan

Starbucks Red Cups Cause Controversy

According to Starbucks, in the two decades since the first red Starbucks cup was introduced, the company has grown from 1,400 stores in a handful of countries to more than 23,000 stores in 68 markets around the world.

Starbucks originated in Seattle's historic Pike Place Market in 1971. Jeffrey Fields, Starbucks Vice President of Design & Content said, "Starbucks has become a place of sanctuary during the holidays. We're embracing the simplicity and the quietness of it. It's a more open way to usher in the holiday."

In 1997, Starbucks began serving its holiday beverages in a unique cup with the first being a jazz theme with deeper reds, greens, and blues. Each subsequent year has had a different design telling the story of holidays with symbols being featured such as reindeer or vintage ornaments.

This year, the idea was to let customers create their own story with a red cup that connotes the idea of a blank canvas. Fields stated, "This year we wanted to usher in the holidays with a purity of design that welcomes all of our stories."

Starbucks is embracing diversity by continuing to welcome customers from all backgrounds and religions in the stores around the world.

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120 Ridge View Drive / Dunmore, PA 18512

NEWS RELEASE

December 9th, 2015
FOR IMMEDIATE RELEASE

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Starbucks Red Cups Cause Controversy

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Begin Dec. 10th
End Dec. 10th

JOIN STARBUCKS FOR THE HOLIDAYS

Nothing brightens up the holidays more than a warm beverage on a cold winter day, which is why Starbucks is introducing their new Holiday Spice Flat White.

The Holiday Spice Flat White is crafted to bring the flavors of the holidays to life while maintaining an espresso complexity. It has familiar scents that reminds us of the holidays like cinnamon, ginger, and cloves.

So join Starbucks in celebrating the holidays by ordering your Holiday Spice Flat White in the famous red cup while supplies late.

To learn more about what other holiday beverages and treats Starbucks is serving, check out their website at www.starbucks.com.

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Phone: 800-782-7282
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How People Are Paying It Forward

Almost 400 People are Giving Back at St. Petersburg Starbucks

Small acts of kindness are rare to find in today's world, but when a small gesture comes to light, it packs a significant impact. On a summer morning at St. Petersburg's Starbucks, one woman decided to "pay it forward." She not only bought her drink, but the next person's purchase as well.

This tiny gesture turned into a chain reaction. The next customer returned the favor, paying for the next person's order in the drive through. The employees decided to keep track of how many customers were offering to pay. By the afternoon, one person's act of kindness had given back to 260 customers.

When customers were asked how they felt about the movement, Lexi Kane offered this statement: "It makes your day better, I think."

Tim Burnside, who participated in "pay it forward" that morning, returned to see how it went. He was shocked to find it was still happening. Once again, he bought another drink and the next person's. "It's nice to do a random act of kindness to someone you don't know." Burnside said.

The people of St. Petersburg agreed "the simple act connected them to all the others in the line before them, and they didn't want to be that jerk who ended it."

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However, “pay it forward” ended later that night with customer 379. When she pulled up and placed her order, the employees explained to her what happened throughout the day, but the woman just wanted her drink and to move on.

Vu Nguyen, a Starbucks employee commented with, “I guess the woman didn’t understand the concept of paying it forward.”

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Awards and Recognition

This year, Starbucks was named the "World's most ethical company", in 2015, 132 honorees were named spanning 21 countries and five continents and representing over 50 industries. In its ninth year, the list includes 15 nine-time honorees and 11 first-time honorees. Starbucks has been named on this list for the past nine years. This is just one of the many awards that Starbucks has received based on their exceptional work place and incredible customer service. Another recognition Starbucks received is being one of the "Most Admired Companies in America".



Starbucks International

Starbucks currently has more than 21,000 stores in over 65 different countries, it's clear that our passion for great coffee, genuine service and community connection transcends language and culture. Our first international coffeehouse was opened in 1996 in Tokyo. The response we received was so welcoming and warm and continues to be embraced to this day by the millions of people around the world.



STARBUCKS

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STARBUCKS

Inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

"When you're surrounded by people who share a passionate commitment around a common purpose, anything is possible."

- Howard Schultz



Starbucks History

Starbucks started with a single store in Seattle's historic Pike Place Market in 1971. People realized that the world's finest fresh-roasted whole bean coffees came from Starbucks. The name Starbucks came from the romance of the high seas and the seafaring tradition of the early coffee traders inspired out of Moby Dick.

Expect More out of Starbucks

We're not just passionate when it comes to serving our coffee, but everything else that goes with a full and rewarding coffeehouse experience. We also offer a selection of premium teas, fine pastries and other delectable treats to please the taste buds. And the music you hear in store is chosen for its artistry and appeal. It's not unusual to see people coming to Starbucks to chat, meet up or even work. We're a

neighborhood-gathering place, a part of the daily routine – and we couldn't be happier about it. Get to know us and you'll see: we are so much more than what we brew.



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Backgrounder

Starbucks, formally known as Seattle's Pike Place Market, was founded in 1971 in Seattle, Washington. Gordon Bowker (a writer), Zev Siegel (a history teacher), and Jerry Baldwin (an English teacher) originally owned the small company. By 1984, Howard D. Schultz, learned the owners were selling their stores, the factory, and the brand for \$4 million. Schultz received a loan to purchase Starbucks and took many steps over the years to make it what it is known as today.

Starbucks' mission is "To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time." In order to uphold its mission, Starbucks spends an average of \$300 million on health care insurance for its employees (full-time and part-time) which is more than they spend on coffee beans.

Since its inception, Starbucks has opened over 23,043 stores located in 68 different countries. Since 1987, Starbucks has added an average of 2 stores daily.

Starbucks works hard to serve their 40 million customers per week. Their most loyal customers visit the store at least 16 times per month.

Starbucks continues to implement ideas every day to make the franchise better for its customers, and their success grows to new heights each year as a result.

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ABOUT THE COMPANY FACT SHEET

- Founded in 1971 in Seattle, Washington and was originally named “Seattle’s Pike Place Market.”
- Before being sold to CEO Howard D. Schultz, Starbucks was originally owned by Gordon Bowker (a writer), Zev Siegel (a history teacher), and Jerry Baldwin (an English teacher).
- Starbucks received its name after the first mate in *Moby Dick*. The company’s iconic logo is inspired by the twin-tailed sirens from Greek mythology.
- Starbucks mission is “To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”
- Starbucks spends around \$300 million on health care insurance for its employees (full-time and part-time), which is more than Starbucks spends on coffee beans.
- Starbucks has over 23,043 stores located in 68 countries.
- Starbucks has added an average of 2 stores daily since 1987.
- Starbucks serves around 40 million customers per week.
- The most loyal customers visit the store at least 16 times per month.
- There are 87,000 possible drink combinations.

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Howard D. Schultz
Chairman and CEO of Starbucks

Biography

Howard D. Schultz was born in Brooklyn, New York on July 19, 1953 to Fred and Elaine Shultz. Fred, a former US Army trooper, became a truck driver to support his wife and three children. Despite his hard work, the family struggled to make ends meet. Howard grew up in low-income housing projects and felt he would never break out of poverty. For a period of time, the Schultz' family did not have medical insurance. His father broke his leg at work, but did not receive medical care due to their difficult finances.

Howard began working at 12 years old to support his family. His first job was selling newspapers and his next job was at a local café. By 16 years old, Howard was exceptionally strong, and excelled at sports due to his employment at a fur stretching leather store. Howard was awarded an athletic scholarship to Northern Michigan University. He completed a Bachelor's degree in Communications in 1975.

Howard was a sales manager for three years at Xerox after graduation, then he was employed at a Swedish company called Hamamaplast, a home appliance seller.

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One of their appliances was a coffee grinder that was frequently sold to businesses like Starbucks. Howard realized that Starbucks was ordering more coffee machines than any other store. He was intrigued to meet the owners and traveled to Seattle, Washington.

Howard instantly fell in love with Starbucks coffee after tasting it. He thought the business was incredible and knew he had to be a part of it. Starbucks offered one thing that a lot of other coffeehouses did not, in that they taught customers how to make coffee. Schultz tried persuading anyone to talk to him about Starbucks so they could expand. Starbucks declined, explaining that if they expanded too quickly, it would negatively impact the spirit of Starbucks. Schultz understood, which is why he asked for a job instead. Starbucks hired Schultz as a Marketing Director, but paid him less than half of what he was making at Hamamaplast. By 1982, Howard moved to Seattle.

In 1983, Schultz traveled to Milan, Italy. He admired the way an Italian café was a special place for social meetings and leisure. Upon his return to Seattle, Schultz introduced recipes for lattes and cappuccinos that were later sold at the store. It tripled the sales of Starbucks over the next year. Schultz decided to pitch the idea of the Italian café to the CEO, but the idea was turned down. This led Schultz to open his own coffee shop in Seattle, which was a great success.

The following year, Howard learned the owners of Starbucks were selling their stores, the factory, and the brand for \$4 million. Howard persuaded his creditors give him a loan. He became the new owner and manager of Starbucks where he took many steps over the years to make it what it is known as today.

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Howard D. Schultz, Chairman and CEO of Starbucks

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Publicity Pictures



- The Starbucks logo that shows an old sixteenth century Norse woodcut of a two-tailed mermaid or siren. That early siren, bare breasted was supposed to be as seductive as the coffee itself.



- The sizes that each Starbucks drink comes in.



- The different types of Frappuccinos offered at Starbucks.



- The different types of drinks that Starbucks offers.



- Slogan: “The best coffee for the best you!”



- The controversial red cups, Starbucks wanted the customer to be able to create their own holiday story this year by choosing to display a “blank canvas” on their red cups.

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