



Starbucks Card

Corporate Sales Program



The Gift of Starbucks Is Always Remembered

A Starbucks Card is a premium gift without the premium price.



- Starbucks is the premier roaster and retailer of specialty coffee in the world.
- We are known for our ethical coffee and tea sourcing, community leadership, environmental responsibility and customer service.
- A Starbucks Card provides exceptional value in any amount by providing access to the My Starbucks Rewards™™ loyalty program.
- Cards are redeemable at more than 12,000 Starbucks stores in the United States and Canada.
- We offer something for everyone: handcrafted beverages, pastries, sandwiches, whole bean and instant coffee, and exclusive merchandise.
- Over 30% of transactions are paid for with a Starbucks Card.
- Recipients can reload their Starbucks Cards and join our My Starbucks Rewards™™ loyalty program to enjoy great benefits.

Connect with Your Customers, Clients and Employees

A little good will goes a long way.



Express Your Thanks

The Starbucks Card is a thoughtful way to show customers and clients that you appreciate their support:

- Holiday gifts
- Survey responses
- Upgrades and renewals
- Opt-ins for newsletters
- New customer referrals
- Service recovery

Reward Your Employees

Giving Starbucks Cards to your employees lets them know how much you value their efforts:

- Anniversary and birthday gifts
- Customer service appreciation
- Sales awards
- Company contests
- New employee referrals

How to Make the Most of Your Card

Some examples.

Drive Customer Behavior (Survey)

Complete this survey and receive a \$5 Starbucks Card as our thanks to you.

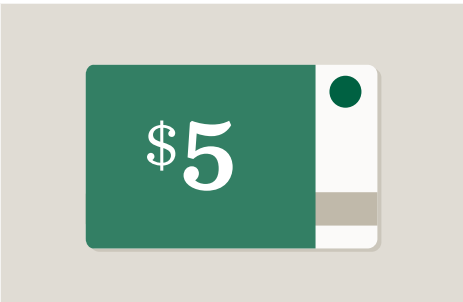
Provided by (your company name)




Drive Customer Behavior (Product Incentive)

Upgrade to (your product) and get a \$5 Starbucks Card.

Provided by (your company name)



Express Your Thanks



Thank You for Your Loyalty
As our gift to you, enjoy a \$10 Starbucks Card.
Please click the button below to redeem your Card.

[Redeem now](#)

Select Your Starbucks Card

Available in denominations from \$5 to \$500.

Classic



Available in several designs, our Classic Card includes a carrier that you can personalize with your company logo and a message.

Co-Branded



Reinforce your brand and leave a lasting impression by adding your company logo and a message to the Card. This option includes a matching carrier that can be personalized.

eGift



Send the Starbucks Card electronically with a personal message. You can also include your company logo.

Tumbler



Our Card tumbler is a fun, eco-friendly gift that works like a Starbucks Card. Add value, register and reload.

Classic Starbucks Card

Add a personal touch to your gift.



- Choose from several designs.
- Select a matching blank carrier at no additional charge.
- Customize the carrier with your company's logo and a message (fees apply).
- See page 8 for pricing details.



Green Dot



Signature



Thanks



Holiday

Co-Branded Starbucks Card

Create a lasting impression with a customized Card.



- Customize the Starbucks Card with your company's logo and a message (fees apply).
- Select a matching blank carrier at no additional charge.
- Customize the carrier with your company's logo and a message (fees apply).
- See page 8 for pricing details.



Coffee Cups



Thanks



Moments of Connection



Welcome Home



Winter

Starbucks eGift Card

A quick, convenient way to send a smile.

- Several designs to choose from.
- Add a message at no additional charge.
- Include your company's logo with your message (fees apply).
- Use our fulfillment system to deliver your Starbucks eGifts Card or we can email recipients on your behalf.
- See page 8 for pricing details.



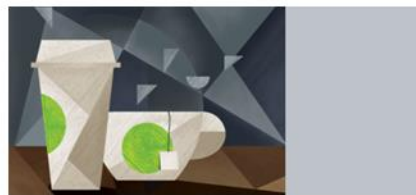
Neighborhood



Thank You



Technology



Coffee & Tea



Red Cup



Employee Excellence

Starbucks Card and Carrier Personalization

Select the option that fits your business needs and goals.

Co-Branded Starbucks Card Products

Add your company’s logo to any Starbucks Card product to make your gift personal and promote your brand. Just pay a \$150 one-time setup fee (per unique logo), and we’ll keep your logo on file for future branded use.

Per-Unit Production Pricing

Co-Branded Starbucks Card

Add your company’s logo or logo and message to create a Co-Branded Starbucks Card.

Volume	Logo or Logo and Message	Volume	Logo or Logo and Message
15–99	\$2.00 per Card	500–999	\$1.20 per Card
100–249	\$1.75 per Card	1,000–4,999	\$0.80 per Card
250–499	\$1.50 per Card	5,000+	\$0.50 per Card

Starbucks Card Carrier

Select a matching blank carrier for your Card at no additional charge. Or personalize the carrier with a message or message and logo.

Blank	Message or Message and Logo
Free	\$0.25 per carrier

*Per-carrier fee is waived when loading \$25 or more on each Starbucks Card.

Starbucks eGift Card

Add a message at no additional charge. Or personalize the Starbucks eGift Card with your company’s logo and a message.

Message	Logo
Free	\$0.10 per eGift

Starbucks Card Tumbler

Two great gifts in one.

Want to reward your customers and employees with a gift they can use over and over? Make your gift meaningful by giving a Starbucks Card Tumbler, something they'll use every day.

- Insulated, 16 fl oz / 473 mL acrylic tumbler features a sturdy, flip-top lid.
- Works like a Starbucks Card: recipients can use the Starbucks Card Tumbler for purchases by scanning the barcode. They can also reload it and join our My Starbucks Rewards™ program.
- Made in the USA from 35% post-consumer material.



Core Tumbler

Core Tumbler and Packaging Pricing

Volume	No Packaging	Free Packaging	Premium Packaging
15-99	\$11.95	\$11.95	\$17.90
100-999	\$10.95	\$10.95	\$16.90
1,000-2,400	\$9.95	\$9.95	\$15.90
2,500+	\$8.95	\$8.95	\$14.90

Ordering the Starbucks Card

Share the *Starbucks Experience* and enhance your business.

Placing Your Order

- Visit starbuckscardb2b.com/
- Call 800.611.1669.
- Available in denominations from \$5 to \$500.
- Minimum order: 15 Starbucks Cards
- Volume discounts available on a pre-order basis (see website for details).

Shipping Options

- Complimentary ground shipping within the United States and Canada to a single location.
- Expedited shipping available for an additional fee.

For *Starbucks Brand Usage Guidelines*, please visit starbuckscardb2b.com.