

JEFF HANSBERRY

president

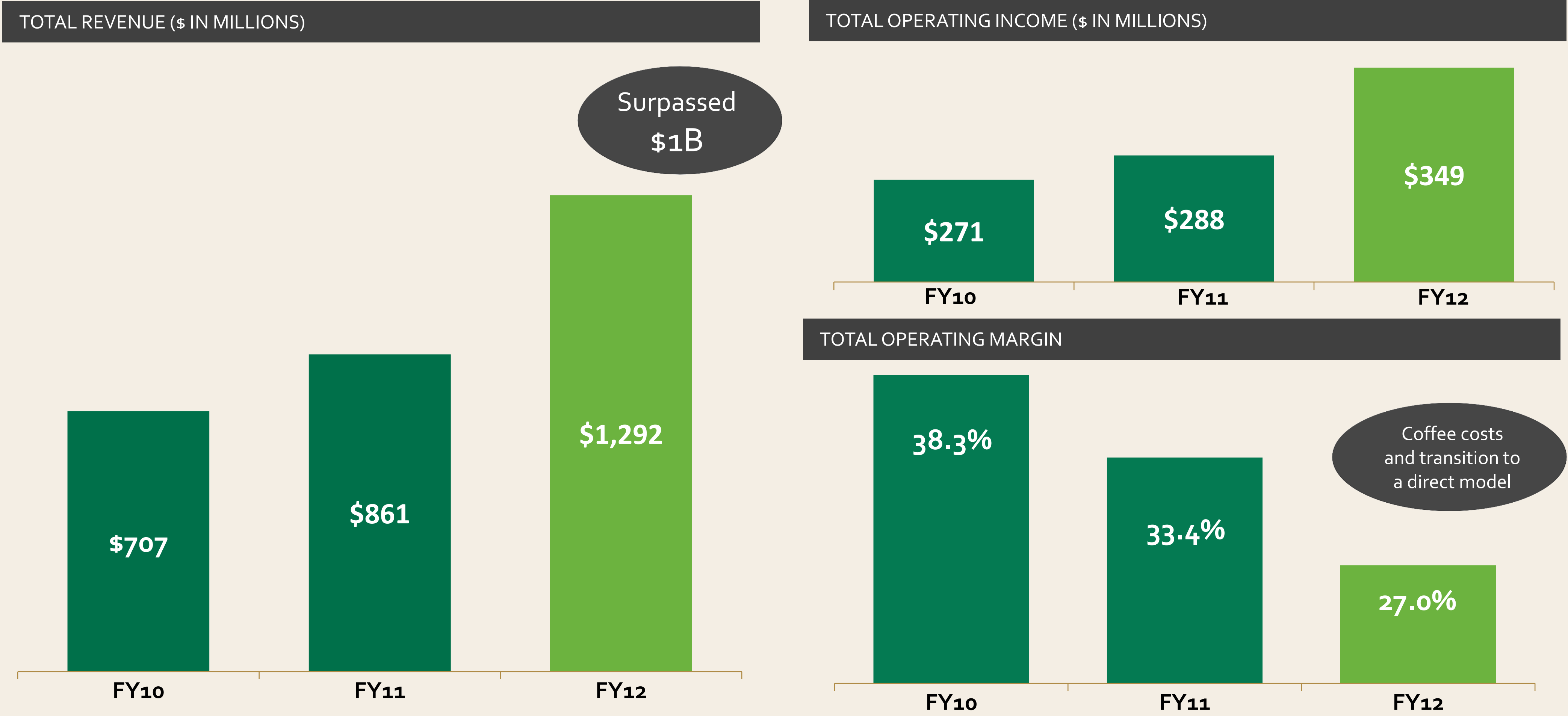
Channel Development & Emerging Brands



Serving Starbucks customers across categories, channels and countries

**Channel Development
will create a business as
BIG as Starbucks retail**

FINANCIAL OVERVIEW: CONTINUED GROWTH IN A HIGH MARGIN BUSINESS





COFFEE
\$50 Billion*



TEA
\$40 Billion*



HEALTH & WELLNESS
\$50 Billion

Big Bets

Channel Development will grow through innovation in Coffee, Tea and Health & Wellness

* Global market size



Premium Single Cup
We will lead in the fastest growing segment in coffee

Channel Sales

+45%
in 2012

80,000
points of distribution
across 14 countries

Approaching
\$300M
in system sales

Robust pipeline of
innovation



VIA
Continuing to drive growth through innovation

Approaching
500M
cups in 2012

market share
16.3%
and growing



K-Cup

Expect continued rapid growth on the leading U.S. single cup brewed platform

PSC is a
\$8B
opportunity



Verismo
Starbucks lattes, espresso and brewed coffee in one game-changing machine

established in 1956

November 2012

WILLIAMS-SONOMA

2,000

Specialty
Retail outlets

4,000+

Starbucks Retail stores

7 countries

Verismo

Expanding our distribution and leveraging our unique model

new & exclusive
Starbucks
Verismo

one click of a button.



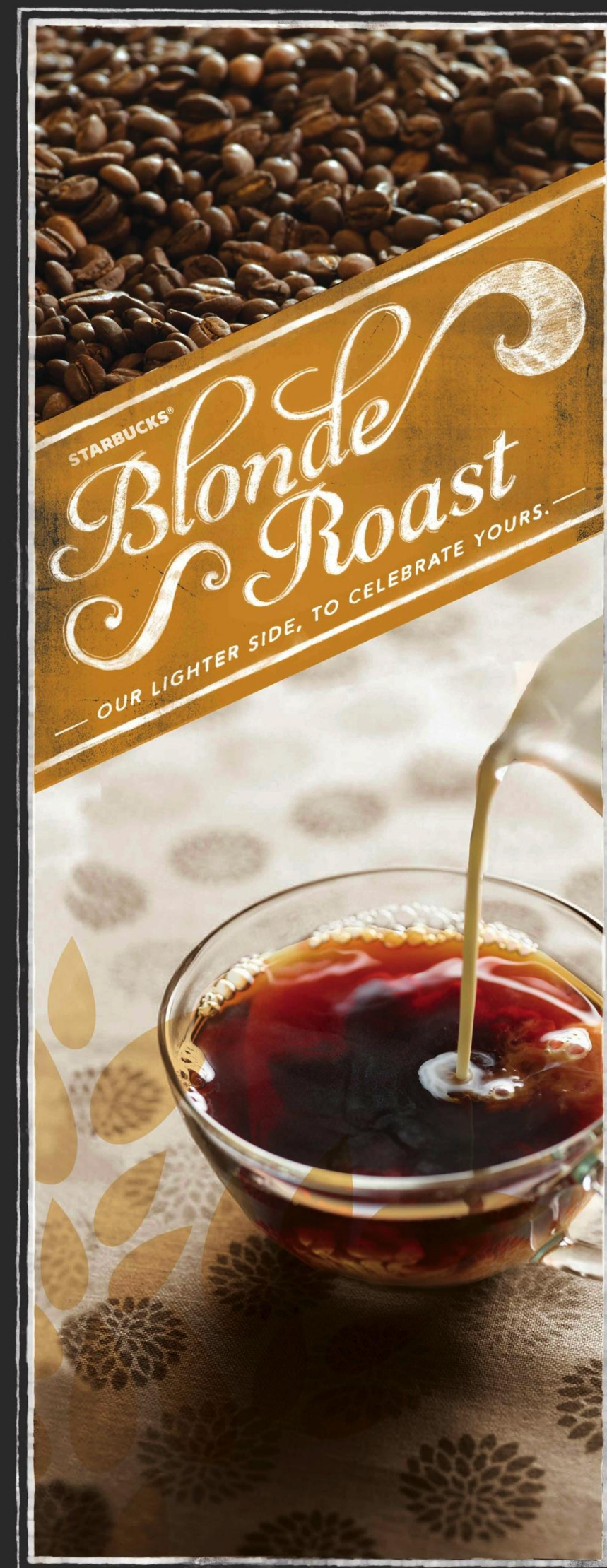
78%

incremental in channels



Packaged Coffee

Innovating across the roast spectrum to appeal to new customers





Ready to Drink
Double digit growth led by innovation



20
countries

Over
100,000
points of distribution

Over
500M
servings

International
Ready to accelerate international growth

35,000+

locations serving
Seattle's Best Coffee
everyday

250M+

cups of coffee
served annually

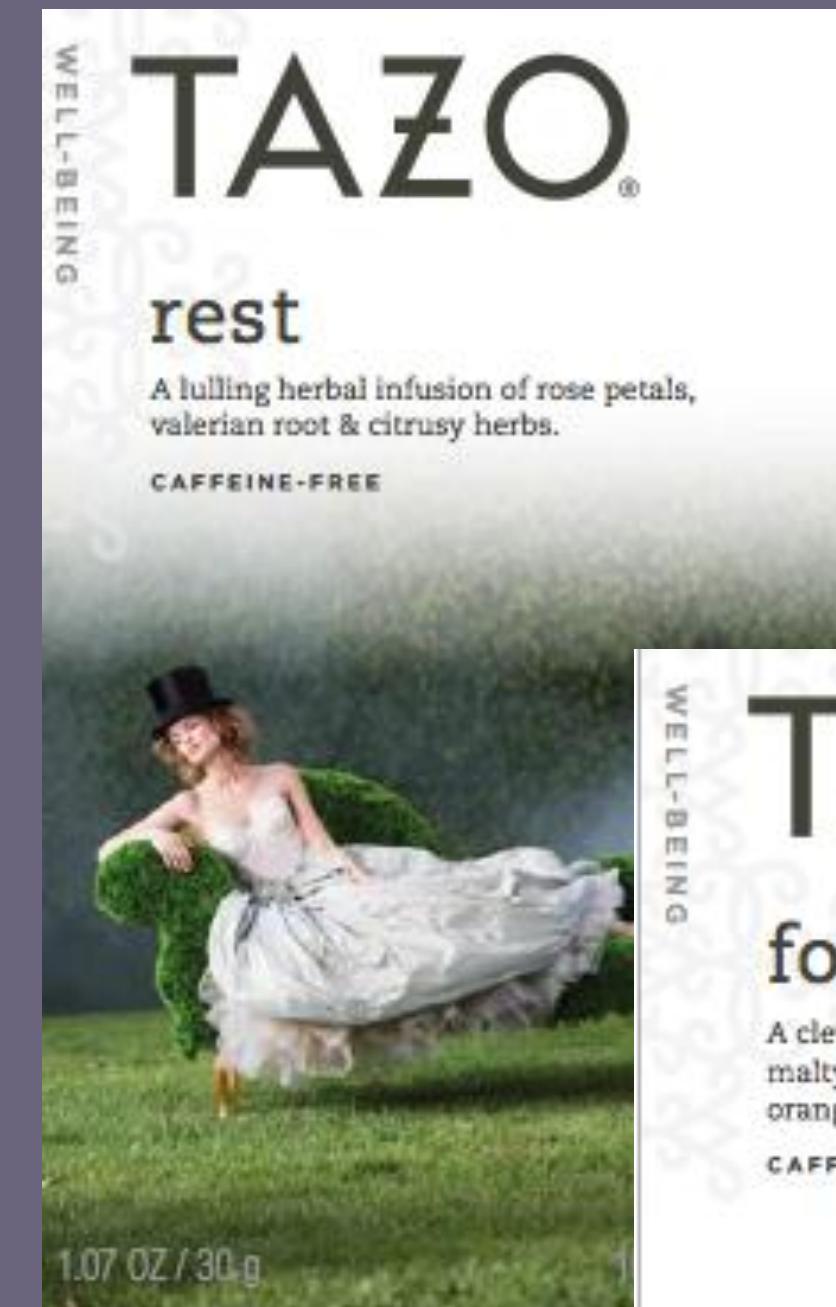
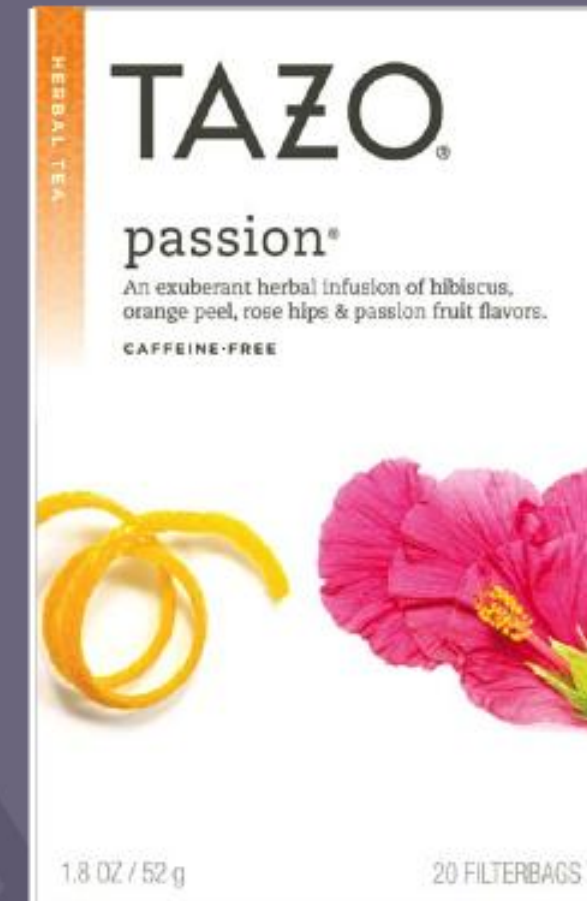


Seattle's Best Coffee
Expanding into new channels and partnerships

Tea is a
\$40B
global opportunity

Tazo
Second largest global category, ripe for innovation





Tazo
Brand reinvention will extend super premium packaged tea leadership



Teavana
Agreement to acquire Teavana will globally transform the tea industry



Pick up the goodness
you deserve.

Introducing Evolution Fresh.
Pure fruit and vegetable juice
that's alive with flavor and rich
in nutrients.

The image shows two bottles of Evolution Fresh juice. The bottle on the left is orange and labeled 'ORANGE'. The bottle on the right is red and labeled 'ESSENTIAL VEGETABLE'. Both bottles have white caps and labels with the Evolution Fresh logo and product details.

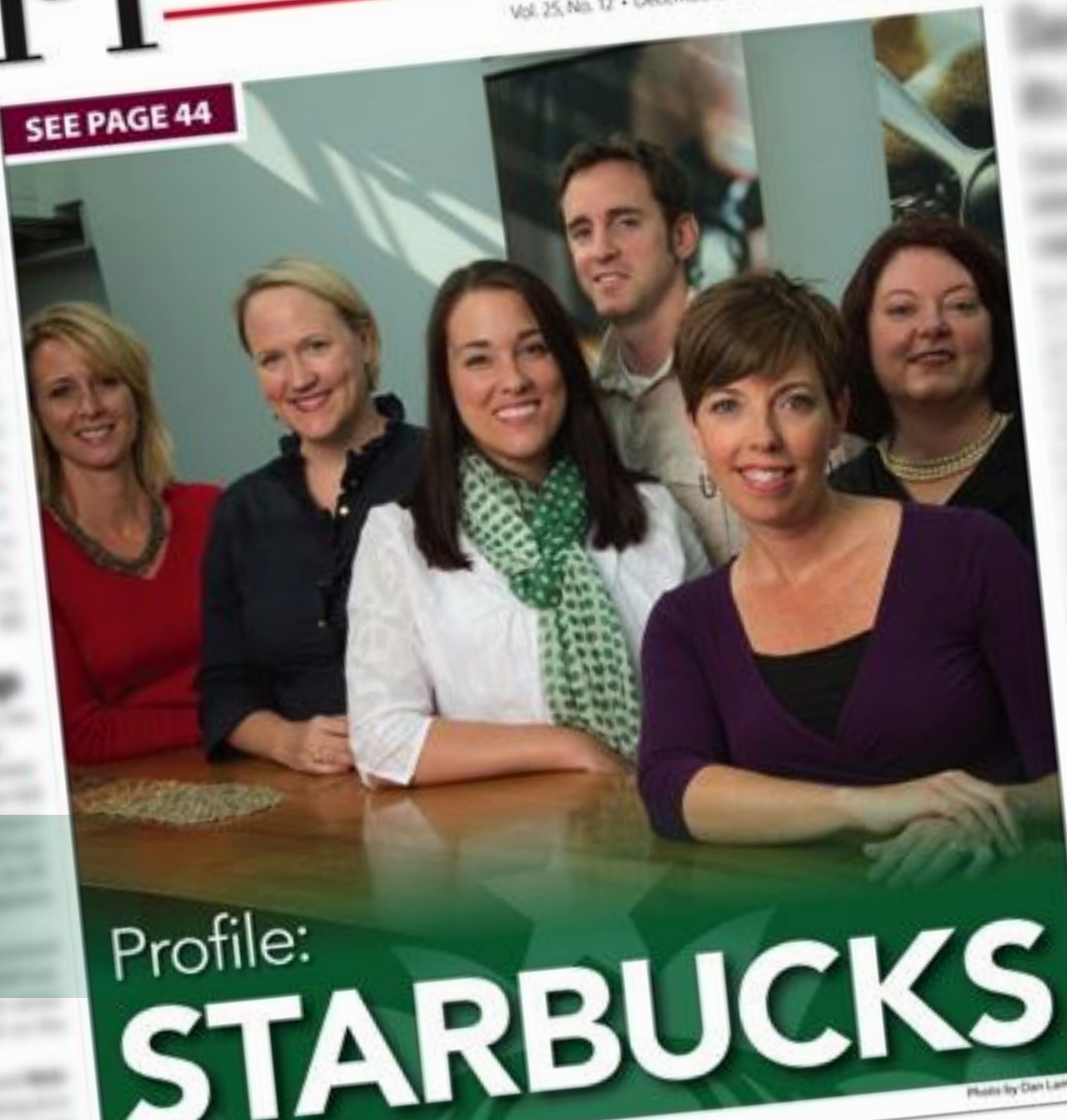


Evolution Fresh
Leading the development of the premium cold crafted juice category

Shopper Marketing

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**PATH TO PURCHASE
INSTITUTE**
pypi.org

SEE PAGE 44



Profile:

STARBUCKS

Photo by Dan Lambert

Building capability



Elevating the customer experience down the aisle



Unlocking the power of our baristas beyond our stores



Extending loyalty across channels





Starbucks Retail



STARBUCKS
Refreshers
natural energy from
green coffee extract



TAZO®

Seattle's Best
Coffee



CPG / FS



Social & Digital

Verismo®
SYSTEM BY STARBUCKS

