

ARTHUR RUBINFELD

chief creative officer
president - Global Development



Our Starbucks Mission

**To inspire and nurture the human spirit – one person,
one cup, and one neighborhood at a time.**



The Starbucks Experience



Genuine



Thoughtful



Optimistic



Expressive



Engaging

Emotional & Inspirational



Research & Development



Product Development



Store Design



Quality Assurance

The Starbucks Experience



Moments of Connection



1st and Pike
Seattle, Washington



We are the 3rd place



Sustainable Materials



Upper Queen Anne
Seattle, Washington



University Village
Seattle, Washington



VANCOUVER

MONTREAL

MOSCOW

SEATTLE

TORONTO

LONDON

TOKYO

SAN FRANCISCO

CHICAGO

AMSTERDAM

SHANGHAI

LOS ANGELES

DALLAS

MIAMI

MEXICO CITY

HONG KONG

SAO PAULO

Global Design Talent

1,063
FY 12 net
openings

2025
renovations



Reclamation Drive Thru

Tukwila, Washington



Modern Modular Drive Thru

Denver, Colorado



Brewery Blocks

Portland, Oregon



Local Relevance



Spring Street
New York, NY



Times Square

New York, NY



The third place meets the digital world



The Experience Down the Aisle



The Bank
Amsterdam



STARBUCKS RESERVE

STARBUCKS RESERVE™

Ontdek deze zeldzame en exotische koffies van over de hele wereld met deze verschillende bereidingsmethoden.

Clover
Met een innovatief ontwerp dat nieuwe niveaus en dimensies in het aroma, de smaak, de body en de rijkheid van de koffie blootlegt.

Slow Pour Over
Een innovatieve manier van koffie bereiden.

Cafetière
Een traditionele manier van koffie bereiden.

Starbucks Reserve Koffies

	half	vol	groot
San Diego Ethiopian Honey	€3,50	€4,50	€5,50
Agave Guatemala	€3,50	€4,50	€5,50
Guatemala Antigua Santa Catalina	€3,50	€4,50	€5,50

Clover

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Exclusief in Starbucks - The Bank

Een innovatief ontwerp dat nieuwe niveaus en dimensies in het aroma, de smaak, de body en de rijkheid van de koffie blootlegt.

Zorgvuldig op bestelling bereid, kopje voor kopje.

clover



Paris Disney

France





The Louvre
Paris, France





Spain
Las Ramblas - Barcelona



Spain
Fuencarralle - Madrid





Hotel Moscow

Russia

STARBUCKS

A **TATA** Alliance



स्टारबक्स

अ टाटा अलायंस

Mumbai

India



Starbucks Reserve® IR
(Exotic, Rare & Esquisite)
We invite you to enjoy the world's most special coffees,
available for a very limited time. *Reserve® IR is
*Panama Pasa Ancho

Pour Over
Short :Rs. 120
Tall :Rs. 140
Grande :Rs. 160

French Press
Cost Of French Press
Rs. 265

WELCOME
TO YOUR
FIRST STARBUCKS
OUR PROMISE:
TO PROVIDE A
PERFECTLY
MADE BEVERAGE
EVERY TIME.

TASTE 40
YEARS OF
COFFEE PASSION
DISCOVER OUR
RICH ESPRESSO
FROM INDIA
PAIRED WITH
PERFECTLY
STEAMED
MILK.

Thank you for
helping us GrowUp



Taguig City

Philippines: First Drive-Through



Fukuoka Ohiri Park

Fukuoka City, Japan



Fukuoka
Japan





Exchange Square

Hong Kong



OCT Loft
Szenchen, China





Wu Shan
China





Various Seating Vignettes





La Boulange – San Francisco, California





Evolution Fresh



Tazo Tea - University Village – Seattle, Washington



The difference between mediocrity and excellence is...
attention to detail





The Starbucks Experience