Brady Brewer

executive vice president, chief marketing officer



Investor DAY 2022

PARTNERS • STORES • CUSTOMERS

Exceptionally strong brand

POISED FOR GROWTH


Partner
Store
Customer



Coffee and human connection











The Third Place





The Third Place










MOBILE
ORDER
PICK UP






HAFZA


ICED COLD BREW
QUAN

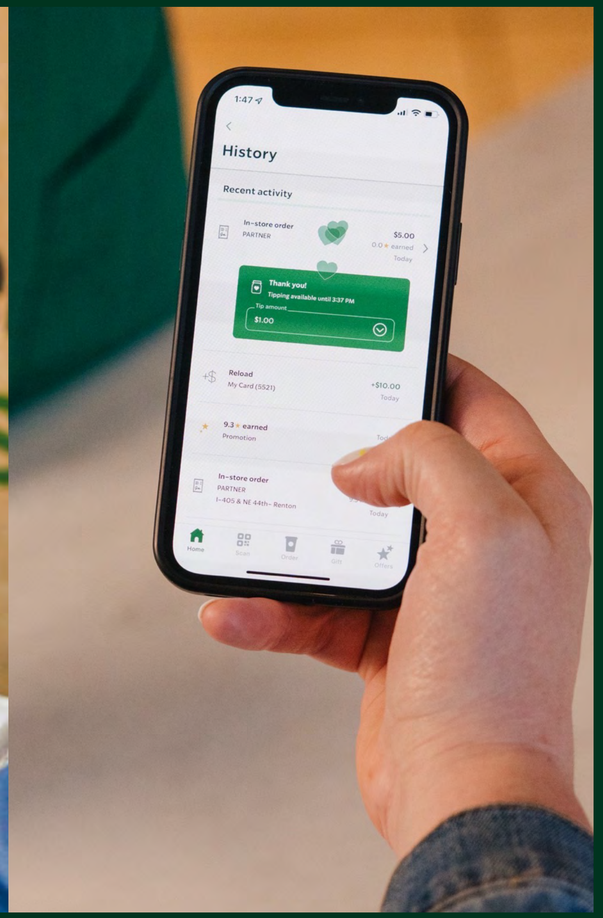


Expanding the Third Place Connection









75M

Individual U.S.
customers per **month**
x 1–2 visits per week



100M

global retail visits
per **week**



400M

global customer occasions per **week** across channels




STARBUCKS®
PICK
UP
Welcome

RESTAURANT BUSINESS

CONSUMER TRENDS

FAST-CASUAL CUSTOMERS ARE STARTING TO EXPECT A DRIVE-THRU

As the lines between fast casual and fast food blur, diners are increasingly expecting quick-service convenience at more-polished limited-service chains, according to a new Technomic consumer report.

By Heather Lalley on Jun. 06, 2022

ConvenienceStore NEWS

At-Home Coffee Consumption Climbs to 81% Amidst Pandemic

Consumers increasingly seek out gourmet equipment over traditional makers.

CHICAGO — Coffee fans were unwilling to give up their morning java even as they changed many other aspects of their daily routines during the COVID-19 pandemic.



Prior to the pandemic, consumers sourced approximately 73 percent of coffee servings from home and 27 percent from foodservice outlets, but that split shifted to 81 percent of coffee servings from home and 19 percent from foodservice outlets once the pandemic hit, reported The NPG Group.

The New York Times

Does Anyone Drink Hot Coffee Anymore?

Even in the dead of winter, cold drinks account for 60 percent of Starbucks beverage sales. Is the hot cup of joe on its way out?

Give this article | 382



CNN BUSINESS

Employers take note: Most remote workers don't want to go back to the office

By Jeanne Sahadi, CNN Business
Updated 1:44 PM ET, Wed February 16, 2022

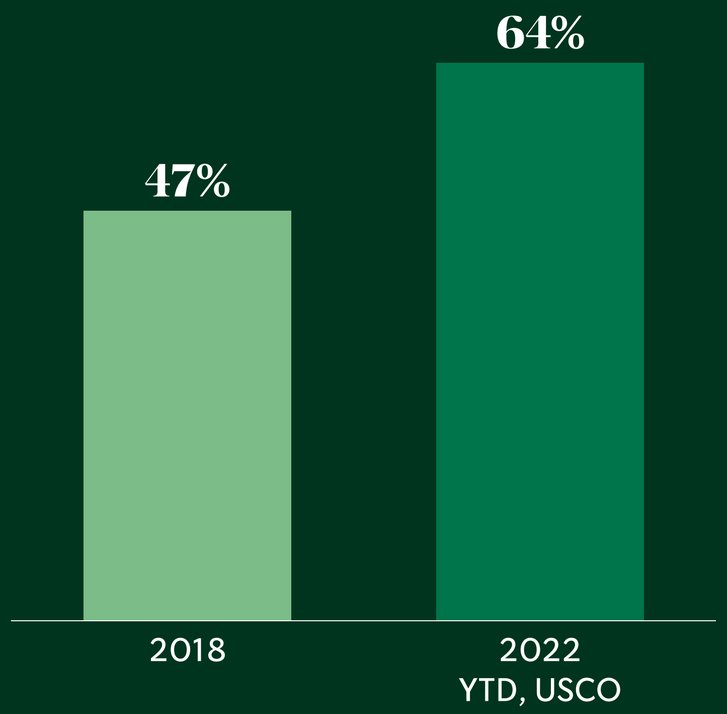
nca
NATIONAL COFFEE ASSOCIATION USA EST. 1911

COVID-19 drives record at-home coffee drinking, on-the-go ordering: 2021 National Coffee Data Trends Report

A dramatic shift in our business

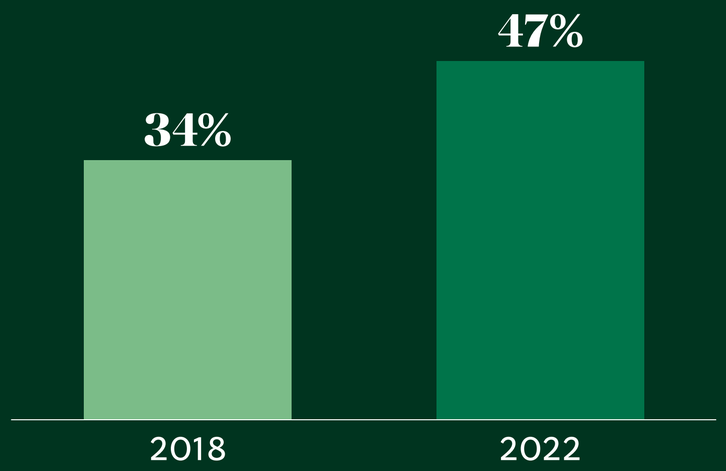
PRODUCT MIX

% OF COLD DRINKS

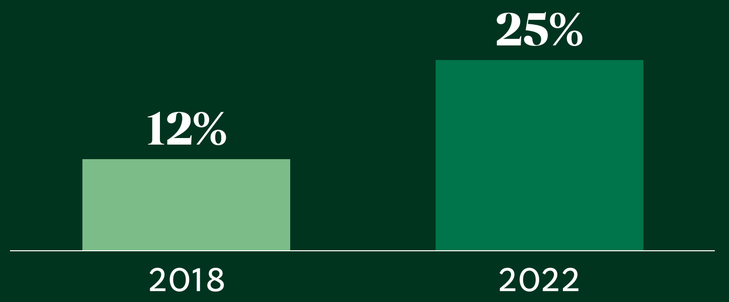


CHANNEL AND ORDERING

DRIVE THRU



MOBILE ORDER AND PAY





Uplifting
connection

+

Effortless
convenience

=

EXPERIENTIAL
CONVENIENCE

A unique combination
and a global differentiator
for Starbucks



Our brand has never been stronger or more relevant





#1 Market share

#1 Brand affinity

#1 First choice for coffee (2x competitors)

Globally consistent







The opportunity ahead has never been greater







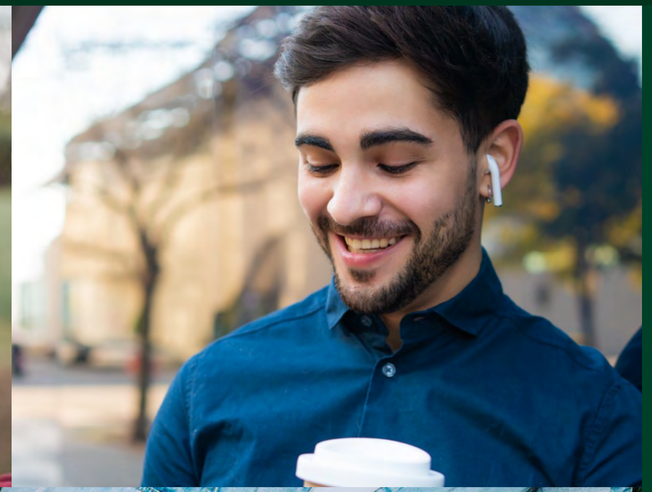






Our youngest customers love Starbucks the most







GenZ and Millennials are **over half** of customer base

Starbucks affinity is highest among **GenZ**





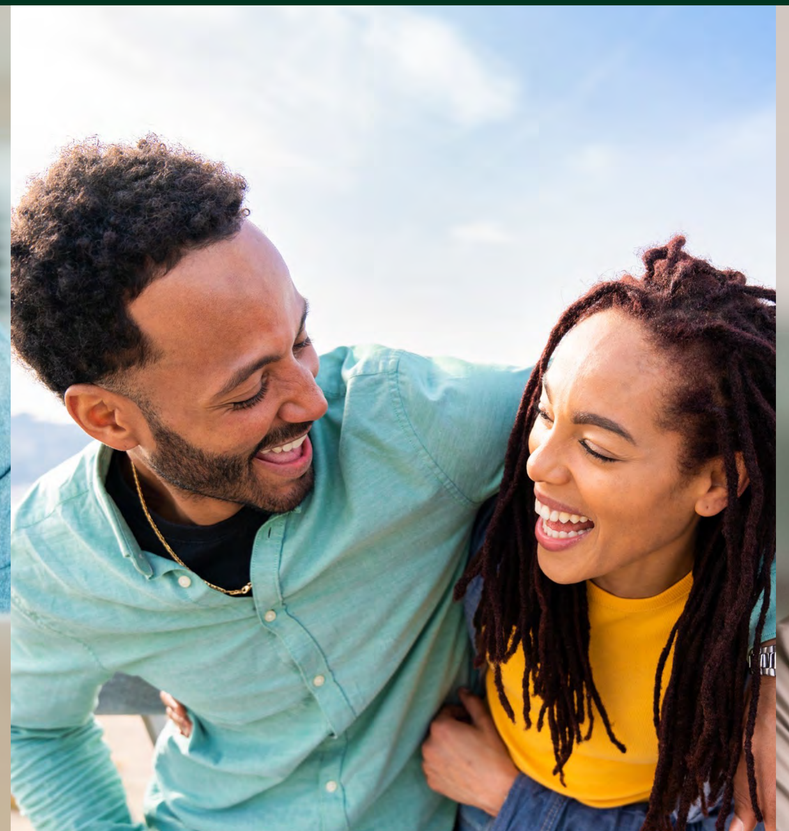
Starbucks is an inclusive brand for an increasingly diverse customer base

Our brand is stronger among multicultural consumers

The market leader on:

- Brand affinity
- Visitation
- First choice






Coffee customization and premiumization are driving our growth

Cold beverages peak in the summer near **80%** of mix

Customized beverages have **nearly doubled** modifier net sales in the past year

U.S. now **$1B** in paid beverage modifiers per year




this drink is life changing
TikTok
00:20/00:21
@jasminemarisa
kyliekatich · Original Audio
@darksirendesign


TikTok
00:48/00:49
@chowcago


Report
TikTok
00:40/00:40
@elissahaille_


USA PURPLE OIL SLICK
darksirendesign
kyliekatich · Original Audio
TikTok
@darksirendesign





Growing
from our coffee core



Elevating the customer experience and driving ticket with food

20%
YOY food growth

+300M
breakfast sandwiches a year in U.S. company-operated stores

~100M
egg bites in U.S. company-operated stores









Innovating for effortless digital convenience



~58M

Starbucks Rewards members around the world

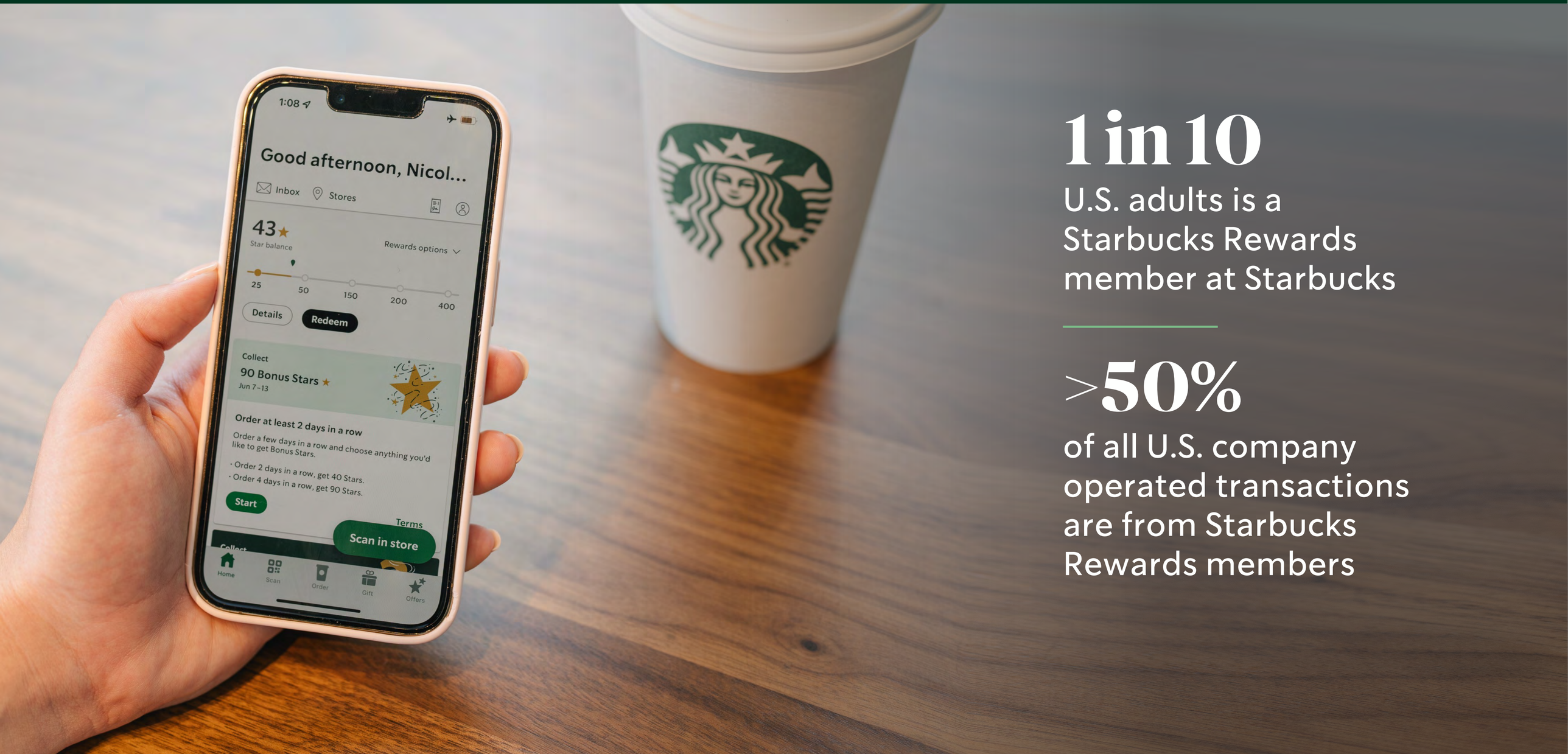
27M

members in the U.S., representing

13%+

growth YOY

Innovating for effortless digital convenience



1 in 10

U.S. adults is a Starbucks Rewards member at Starbucks

>50%

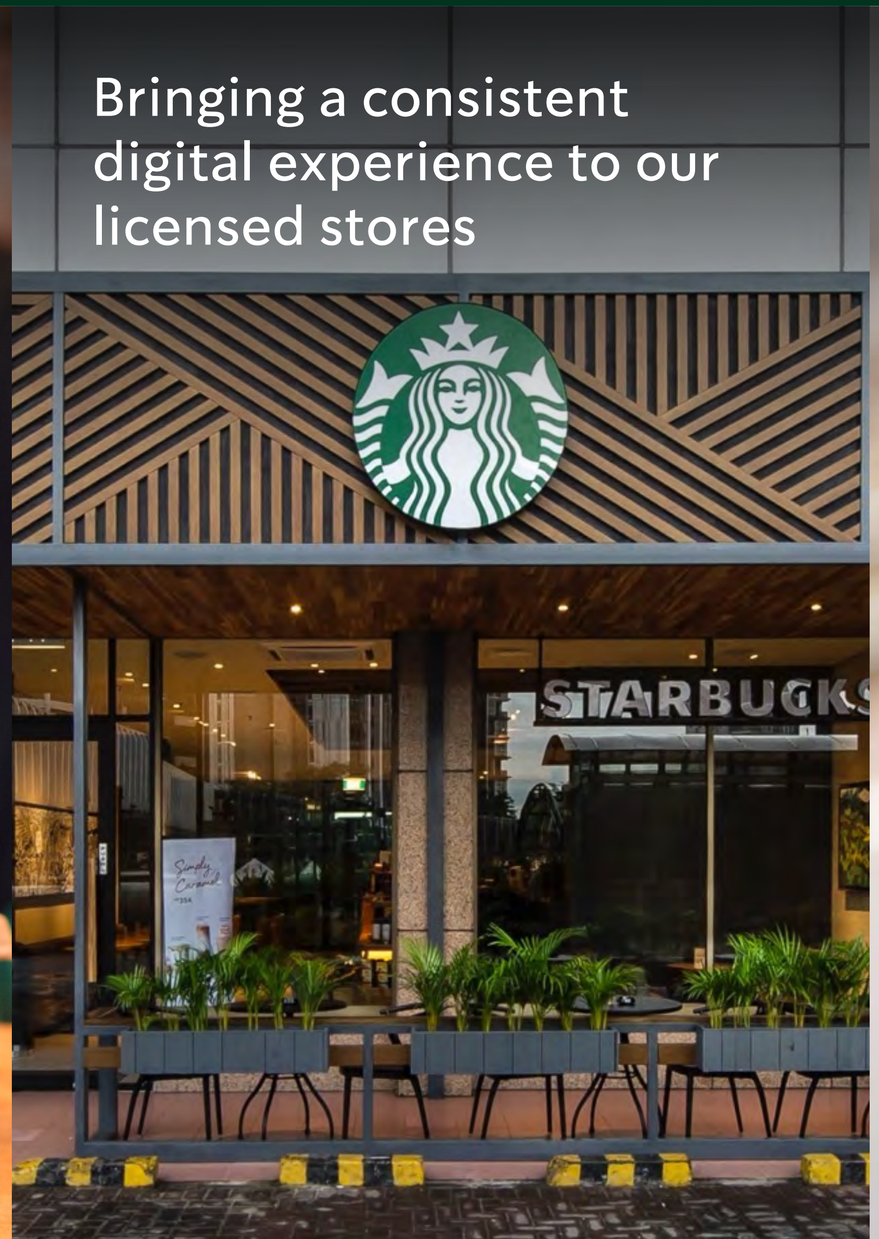
of all U.S. company operated transactions are from Starbucks Rewards members

Innovating for effortless digital convenience

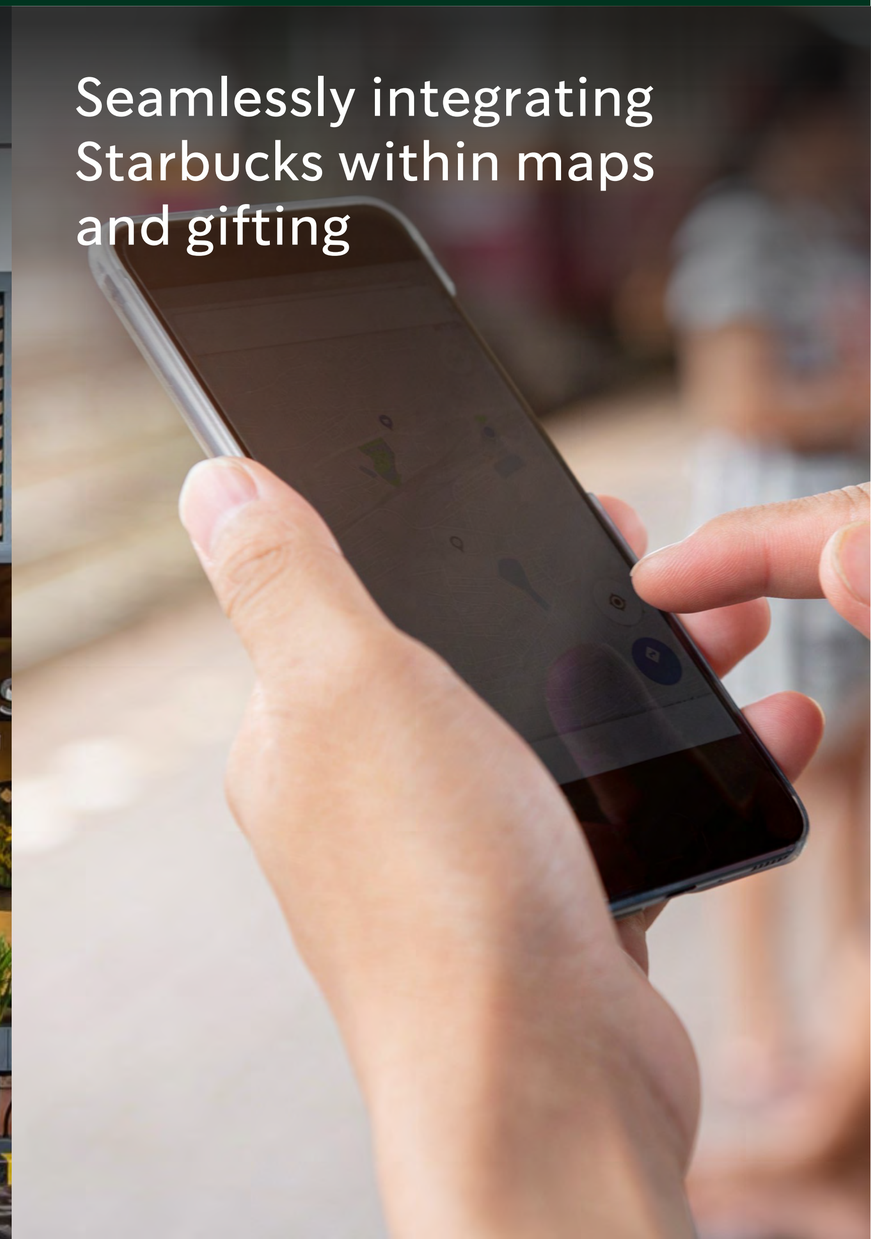
Elevating the mobile ordering experience for partners and customers



Bringing a consistent digital experience to our licensed stores



Seamlessly integrating Starbucks within maps and gifting



Expanding effortless convenience through delivery

Delivery sales
up **24%**
YOY in the first
3Qs of FY22



Deepening our connection to customers through digital



STARBUCKS®
REWARDS



Deepening our connection to customers through digital





Significant untapped opportunities to grow Starbucks Rewards

Deepening our connection to customers through digital





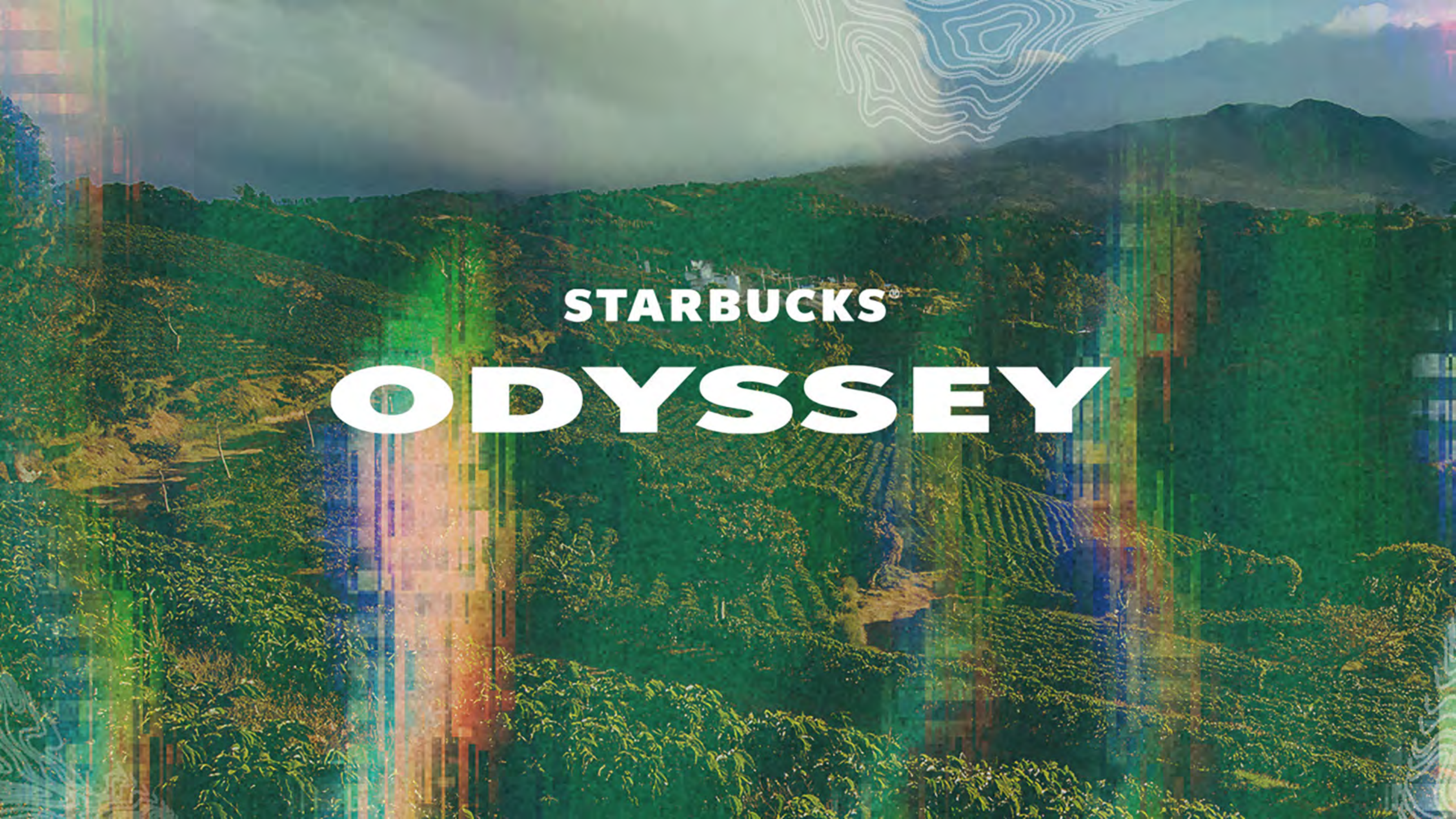
- Awareness
- Value
- Ease of sign-up

Deepening our connection to customers through digital



REWARD TOGETHER PARTNERSHIPS




STARBUCKS®
ODYSSEY






Be Kind.





Exceptionally strong brand

POISED FOR GROWTH