

Chanda Beppu

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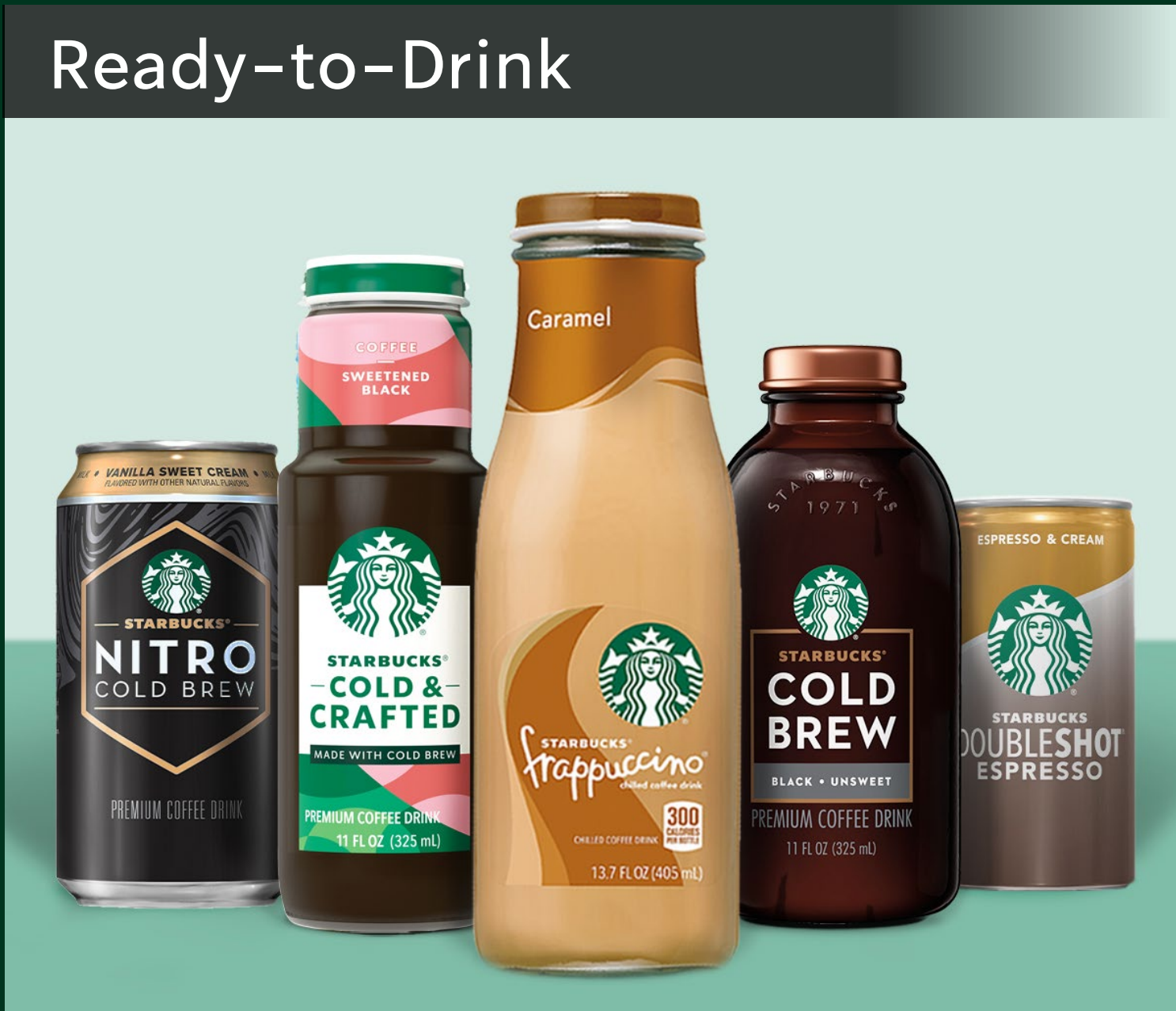
Investor

DAY 2022

PARTNERS • STORES • CUSTOMERS



Starbucks plays in all segments of the Coffee Addressable Market



Sources: Starbucks analysis, based on information from Euromonitor, the NPD Group
Note: A. Food Service contains some overlap with RTD and excludes bars



86
markets

300M
consumer occasions
per week



86
markets

300M
consumer occasions
per week



86
markets

300M
consumer occasions
per week



86
markets

300M

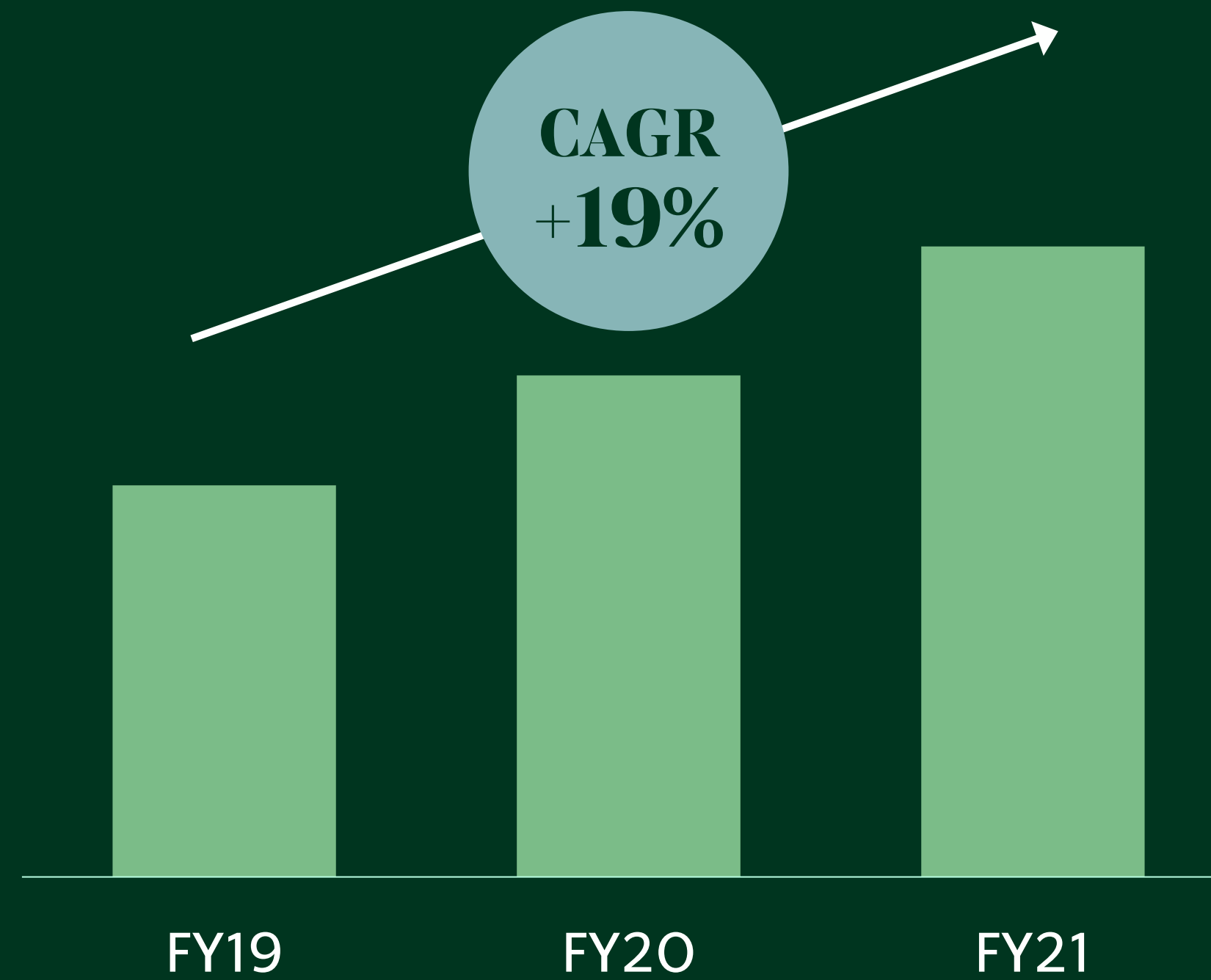
consumer occasions
per week



Starbucks global at-home coffee and ready-to-drink business

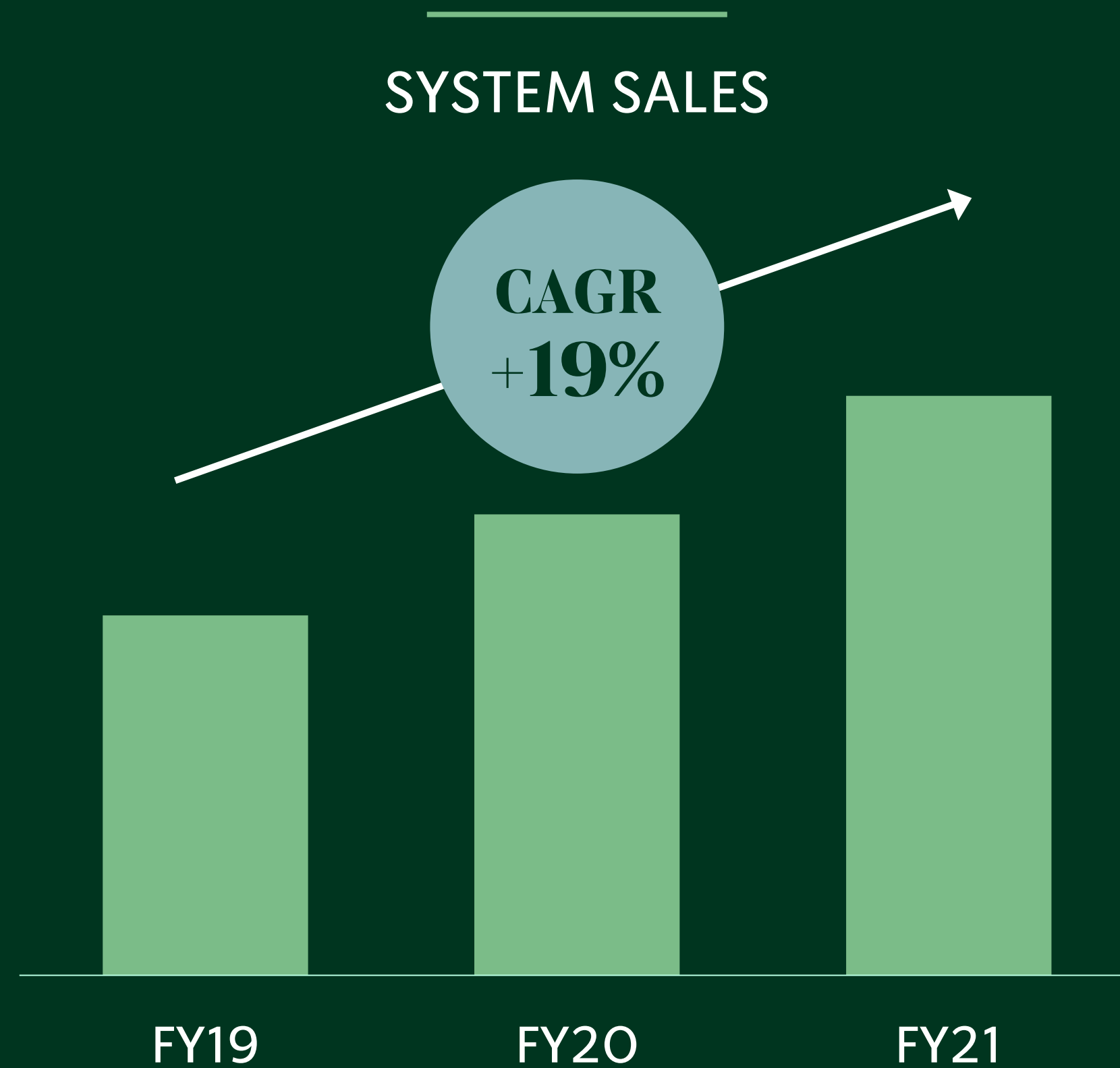
INCREDIBLE GROWTH...

SYSTEM SALES



Starbucks global at-home coffee and ready-to-drink business

INCREDIBLE GROWTH...

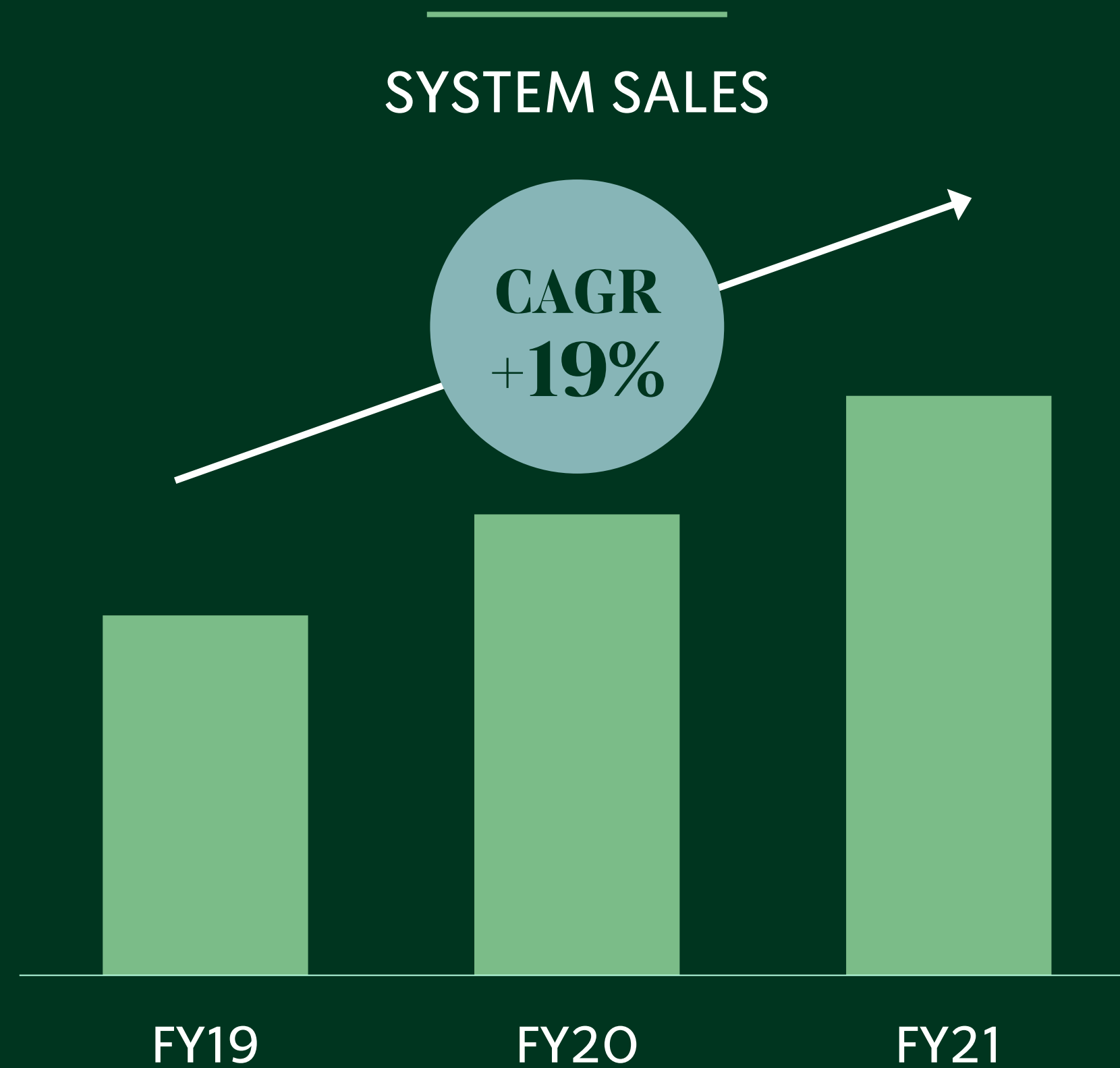


...AND FUTURE POTENTIAL



Starbucks global at-home coffee and ready-to-drink business

INCREDIBLE GROWTH...



...AND FUTURE POTENTIAL



Global business partners



Master Kong



Global business partners

#1 and #2

food and beverage companies



Global Coffee Alliance



North American Coffee Partnership



Global business partners

Key partnerships
with the right capabilities

Accelerating
growth and extending reach



Channel Development success drivers

BRAND LEADERSHIP



BROAD REACH



EXPANSIVE PORTFOLIO



Available In Supermarkets and Online

Global at-home coffee



#1
U.S. at-home
coffee brand

73
global
markets

14
key
platforms





突然想喝水美式
一秒都不用等

在家，做自己的星巴克



轻盈
✓
芳醇
✓
我的专属
不用等

NEW!

星巴克「随星杯」
超精品速溶咖啡







Global ready-to-drink

#1
global brand

65
global markets

22
key platforms







Innovating across
categories
ENERGY | PLANT-BASED | COLD





Growing brand reach in new markets



9
NEW MARKETS
BY END OF FY23

GLOBAL CHANNEL DEVELOPMENT

2X

system sales growth
by 2030

Margin
accretive
to Starbucks

