

Starbucks Names Sharon Rothstein Global Chief Marketing Officer

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SEATTLE--(BUSINESS WIRE)--Mar. 18, 2013-- Starbucks Coffee Company (NASDAQ: SBUX) today announced that it has appointed Sharon Rothstein as global chief marketing officer. Rothstein was previously senior vice president of marketing at innovative specialty beauty retailer Sephora.

Sharon Rothstein (Photo: Business Wire)

“Throughout our 42-year history, Starbucks has strived to innovate and exceed the expectations of our customers around the world,” said Starbucks chairman, president and ceo Howard Schultz. “Sharon’s forward-thinking brand sensibility and global cross-channel marketing expertise will continue to push us toward our aspiration of building one of the world’s most relevant, trusted and enduring brands.”

Rothstein will report to Schultz and serve on Starbucks senior leadership team. She will steward the Starbucks brand as well as the company’s portfolio of emerging brands, including Seattle’s Best Coffee, Evolution Fresh, La Boulange, Tazo and Teavana.

“There has never been a more exciting or important time in Starbucks journey to bring my passion for elevating the customer experience to this iconic global brand,” Rothstein said. “I have been a loyal Starbucks customer and fan for most of my adult life and I am humbled to become a partner (employee) at one of the few companies in the world that embraces the value and responsibility of balancing business performance and social impact.”

As the senior vice president of marketing at Sephora since 2009, Rothstein authored the company’s new global brand positioning, elevated the brand’s image and executed multi-channel integrated marketing campaigns. She also played a key role in transforming Sephora’s digital experience with immersive content across all digital channels. Prior to Sephora, Rothstein held senior marketing and brand management positions with Godiva, Starwood Hotels and Resorts, and Procter & Gamble.

Rothstein earned her MBA from the University of California, Los Angeles and her Bachelor of Commerce from the University of British Columbia. She will start on April 15 and will be based at the Starbucks Support Center in Seattle.

About Starbucks Corporation

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality arabica coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience, please visit us in our stores or online at www.starbucks.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130318006230/en/>

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