

Starbucks to Announce New Initiative in the Premium Single Cup Category Today

3/8/2012

SEATTLE--(BUSINESS WIRE)--Mar. 8, 2012-- As part of its commitment to bring exceptional coffee to its customers, Starbucks Coffee Company (NASDAQ:SBUX) will today announce a new strategic initiative in the Premium Single Cup Category.

Webcast Information

Starbucks chairman, president and ceo Howard Schultz and Starbucks president, Channel Development, Jeff Hansberry, will host a webcast today at 2:00 p.m. PST. A simultaneous webcast will be available and subsequently archived at Starbucks Newsroom at <http://news.starbucks.com>.

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.

Source: Starbucks Coffee Company

Starbucks Coffee Company

Media Contact:

Alisa Martinez, +1-206-318-7100

press@starbucks.com

or

Investor Relations Contact:

JoAnn DeGrande, +1-206-318-7118

investorrelations@starbucks.com