

Verismo® System by Starbucks, A New Premium Single Cup Solution for At-Home Espresso and Coffee Beverages, to Debut Just in Time for the Holidays

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Starbucks targets global leadership of the nearly \$8 billion premium single cup coffee category

SEATTLE--(BUSINESS WIRE)--Mar. 8, 2012-- As part of its commitment to bring exceptional coffee and espresso beverages to its customers, Starbucks Coffee Company (NASDAQ:SBUX) today announced the first at-home premium single cup machine that meets its commitment to taste and quality, the Verismo® system by Starbucks. The Verismo® system by Starbucks crafts both Starbucks-quality espresso beverages, from lattes to americanos, and brewed coffee consistently and conveniently one cup at a time.

Starbucks introduces the Verismo system by Starbucks, the first premium single cup solution to provide Starbucks-quality espresso and coffee beverages. The Verismo system by Starbucks will be available starting this fall. (Photo: Business Wire)

Starbucks latest premium single cup innovation combines Starbucks signature Espresso Roast and drink recipes with precise Swiss engineering and a patent-pending high pressure extraction capability, giving customers the ability to create Starbucks-quality beverages. Through a strategic relationship with privately-held, Germany-based Krueger

GmbH & Co. KG, Starbucks will market and sell the premium Verismo® system by Starbucks and Starbucks-sourced 100 percent arabica coffee and milk pods starting this fall.

"The premium single-cup segment is the fastest-growing business within the global coffee industry," said Howard Schultz, Starbucks chairman, president and ceo. "We have long believed that the biggest prize within the segment is a high-pressure system that would give us the opportunity to deliver Starbucks-quality espresso beverages at home and at work for customers who desire the Starbucks® espresso experience outside of our stores."

Just in time for the upcoming holiday season, Verismo® system by Starbucks will be sold online and at select Starbucks retail stores, as well as specialty retailers across the U.S., Canada, and in select international markets. Espresso and brewed coffee pods will initially be available in a full range of Starbucks roast spectrums, along with a variety of milk pods.

“The combination of Starbucks® coffee authority and our technology and development expertise will enable Starbucks to deliver the quality and taste expectations in the cup that millions of people all over the world have come to expect from Starbucks,” said Marc Krueger, member of the Krueger GmbH & Co. KG management board said.

The introduction of Verismo® system by Starbucks advances Starbucks plan to offer a full portfolio of premium single cup alternatives and experiences to customers. Starbucks entered the premium single-cup market with Starbucks VIA® Ready Brew instant coffee in 2009 and significantly extended its footprint in the space this past year with its ground-breaking relationship with Green Mountain Coffee Roasters to provide Starbucks® K-Cup® packs beginning last fall. In the first eight weeks following that launch, Starbucks shipped more than 100 million Starbucks K-Cup® packs, and the Starbucks® K-Cup® business continues to accelerate.

“We now have the opportunity to reach millions of customers who have been looking and waiting for a uniquely Starbucks solution in the fast-growing premium single cup coffee market with a coffee quality, taste, roast variety and design sensibility that is consistent with Starbucks brand and reputation,” said Jeff Hansberry, president, Channel Development for Starbucks.

*Pricing, availability and retail distribution will be announced closer to launch. For updates and further information, please visit www.starbucks.com/verismo.

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 to discuss this exciting new product. Media and analysts interested in learning more are invited to participate by logging into: <http://www.media-server.com/m/p/dj7w9vza>. 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.

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permission. K-Cup® packs for use in the Keurig® Brewing Systems.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50198056&lang=en>

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