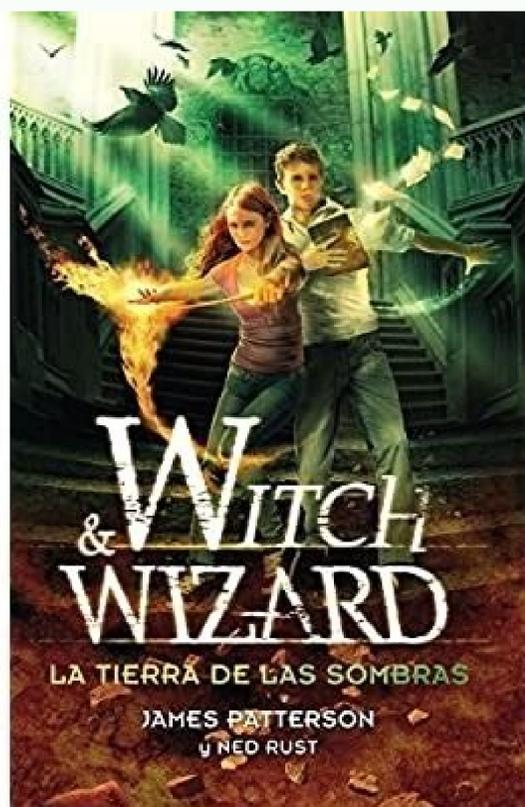


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# Howard Schultz

con Joanne Gordon



## El desafío Starbucks

Cómo Starbucks luchó por su vida  
sin perder su alma



## "STARBUCKS, UNA EXPERIENCIA PARA COMPARTIR"

### Introducción

La cadena Starbucks es el fenómeno del café de las últimas décadas. Una marca, en donde la idea de un café es más y un lugar "chic" para reunirse con amigos ya están consagradas en el inconsciente colectivo. Actualmente, la cadena posee más de 16 mil sucursales en diversos países del mundo por lo cual su prestigio es reconocido a nivel mundial.

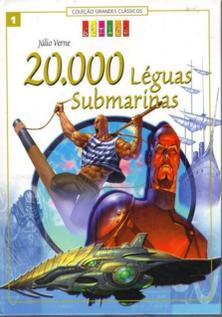
Así mismo Starbucks demuestra que se preocupa por las personas que adquieren sus productos, desde la perspectiva vista por medio de las redes sociales.

A pesar de inspirarse en otras franquicias de renombre, esta cadena siempre ha buscado la forma de diferenciarse en su visión y misión dirigidas a un público objetivo.

En este trabajo daremos a conocer que Starbucks se reconoce de manera constante como una de las empresas mejor dirigidas y más queridas del mundo gracias a sus estrategias de mercado, las cuales ha venido implementando en las últimas décadas y que a diferencia de otras marcas no ha sido construida empleando el marketing y la publicidad convencionales como hacen la mayoría de sus competidores, creando una experiencia que cobra vida, gracias al trato e interés en sus consumidores, y también en cómo han sido capaces de innovar y estructurarse en distintas comunidades.

Para realizar el presente trabajo se ha hecho una investigación entre nueve alumnos, dentro de la cual se llevaron a cabo entrevistas y encuestas a clientes y empleados de la marca, como un estudio de mercado además del análisis de diversas fuentes de investigación para obtener un resultado preciso, completo y en consenso.

Se dará a conocer el tipo servicio que ofrece Starbucks al cliente a través de su mercadotecnia y su publicidad, así como un análisis de diferentes estrategias de mercado, el uso y manejo de sus recursos y su trayectoria en los últimos años.



FOX 6 Now Milwaukee, "Starbucks Takes New Road With Instant Coffee". Broadcasting & Cable, "Starbucks brings Wi-Fi to 154 UK stores". ^ "Starbucks Welcomes First Customers in Malta", "Starbucks unveils a new logo". August 5, 2014. "Payment Systems, Consumer Tragedy, and Ineffective Remedies". Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time. ^ "20 million people fed through Starbucks FoodShare program". Simon, Bryant. Starbucks.com. ^ a b "The History of Peet's Coffee | Peet's Coffee". The first café was set to open in 2014 in Bogotá and add 50 more stores throughout Colombia's main cities in a 5-year limit. Keyhole. "Largest Starbucks in U.S. coming to the Ferg". London. "Revenge of the cyberspoofers". August 24, 2010. "Lahore restaurant fined Rs5 million for using the Starbucks logo". "Starbucks Korea sees boom in mobile orders". ^ a b Tice, Carol (October 15, 1999). "Launching Starbucks In Japan -- First Of 15 Stores To Open". Starbucks stores advertised the film before its release and sold the DVD.[308][309] Starbucks has become the subject of a protest song, "A Rock Star Buys a Coffee Shop" by Neil Young and his band, Promise of the Real. The Los Angeles Health Department shut it down after 4 days because Fielder lacked the proper permits.[356][357] In October 2016, the company prevailed in a trademark infringement case against bongs that look like Frappuccinos, winning over \$500,000 after the pipe designer did not show up to court.[358][359][360] In May 2017, a coffee shop in Brooklyn sued Starbucks for \$10 million, claiming that its "Unicorn Frappuccino" overshadows the shop's "Unicorn Latte". BBC News. ^ "Starbucks closes outlets in Israel". ^ Brewer, Stephen; Brissenden, Constance; Carmil, Anita (2012). ^ a b Kramer, Andrew E. Vox Media. While Johnson did not comment on their future, he condemned the Russian invasion and did say that the company "will donate any royalties we receive from our business operations in Russia to humanitarian relief efforts for Ukraine." [375] [376][377][378] Racial controversies Starbucks has been accused of racial bias and discrimination on several occasions. J. Voice of America. ^ Wiener-Bronner, Danielle (December 9, 2020). ^ "South Africa's Taste Holdings to exit food business, sells Starbucks stores". ^ Leo, Timothy B. Retrieved October 2, 2021. In October 2015, Starbucks hired its first chief technology officer, Gerri Martin-Flickinger, to lead its technology team.[244] Starbucks maintains control of production processes by communicating with farmers to secure beans, roasting its own beans, and managing distribution to all retail locations. ^ "Starbucks s'installe enfin- à Tunis!". "Vegans protest Starbucks over 'insane' policies: 'Everyone should be intolerant of cruelty'". October 26, 2016 - via Fox News. ^ Held, Amy (April 19, 2018). ^ Schouten, Rebekah (March 2, 2021). ^ Badrinath, Raghuvir (October 25, 2012). United States During 1990s and 2000s In 1999, a New York store selling stickers and T-shirts using the Starbucks logo with the phrase "Fuck Off" was sued by the company.[344][345] In 2000, San Francisco cartoonist Kieron Dwyer was held by Starbucks for copyright and trademark infringement after creating a parody of its siren logo and putting it on the cover of one of his comics, later placing it on coffee mugs, T-shirts, and stickers that he sold on his website and at comic book conventions. April 16, 2018. ^ "Ethos® Bottled Water". ^ "Mobile Payment Debuts Nationally at Starbucks". NPR. CEO Howard Schultz also announced that he had received board approval to reduce his salary.[39] Altogether, from February 2008 to January 2009, Starbucks terminated an estimated 18,400 U.S. jobs and began closing 977 stores worldwide.[40] In August 2009, Ahold announced closures and rebranding for 43 of its licensed store Starbucks kiosks for their US-based Stop & Shop and Giant supermarkets.[41][42] In August 2012, the largest Starbucks in the US opened at the University of Alabama's Ferguson Centre.[43] On June 25, 2013, Starbucks began to post calorie counts on menus for drinks and pastries in all of its U.S. stores.[44] In July 2013, more than 10% of in-store purchases were made on customers' mobile devices via the Starbucks app.[45] The company once again utilized the mobile platform when it launched the "Tweet-a-Coffee" promotion in October 2013. "Starbucks unveils whiskey barrel-aged coffee. Archived (PDF) from the original on July 21, 2011. ^ "The Insider: Principal roasts Starbucks over steamy retro logo". Financial analysts speculated that by introducing instant coffee, Starbucks would devalue its own brand.[104] Coffee makers and single-use capsules In September 2012, Starbucks announced plans to introduce the Verismo, a consumer-grade single-serve coffee machine that uses sealed plastic cups of coffee grounds, and a "milk pod" for lattes.[105] In November 2012, Starbucks Verismo became publicly available, consisting of a line of coffee makers that brew espresso and regular chocolate from coffee capsules, a type of pre-portionned single-use container of ground coffee and flavourings utilizing the K-Fee pod system.[106] In a brief review of the 580 model, Consumer Reports described the results of a comparative test of the Verismo 580 against two competitive brands: Because you have to conduct a rinse cycle between each cup, the Verismo wasn't among the most convenient of single-serve machines in our coffeemaker tests. Critical Perspectives on International Business. "Starbucks is starting to work toward ditching disposable coffee cups". ^ a b "Starbucks establishes coffee trading company in Switzerland". "Starbucks Wins Lawsuit Against Maker of Frappuccino Bongs". The Edge Markets. ^ Business, Danielle Wiener-Bronner, CNN. "Starbucks's Failed Music Revolution". February 4, 2007. SFGate. "Starbucks Wins Lawsuit Over Bongs That Look Like Frappuccinos". ^ "Starbucks closes coffeehouse in Beijing's Forbidden City". Medium. The video of the incident quickly became viral and sparked widespread outrage.[384] In another 2018 incident, a black man was denied the code for the restroom for not being a customer, even though at the same time a white man was given that code before ordering anything.[385] In 2020, Starbucks employees were prohibited from wearing "Black Lives Matter" symbols or phrases on their clothing or accessories.[386] In 2021, a Starbucks in Ireland was fined €12,000 after a customer received her order with a racist drawing on the cup.[387] The Equal Employment Opportunity Commission has raised allegations against Starbucks for racial bias in its promotions, allegedly based on workforce data from 2007 to 2011 that showed that minority retail partners in the United States received fewer promotions than statistically expected.[388] See also Coffee portal Companies portal Food portal Coffee culture Coffee wars Coffee substitute Criticism of Starbucks List of coffeehouses chains List of companies based in Seattle Multinational corporation References ^ a b Kavlianz, Parjia (January 5, 2011). The company has been subject to multiple controversies related to its business practices. ^ Callahan, Chrissy, According to the company representatives, all workers were to be paid for the next 30 days whether they went to work or stayed home.[62] COVID-19 lockdowns caused Starbucks to suffer a general 10% sales decrease, and a 50% decrease in China where quarantine measures were especially strict.[63] In May 2020, the company asked for reduced rent from landlords due to the decrease in sales.[64][65][66] In June 2020, during the COVID-19 pandemic in the United States, the company announced that it would close 400 of its locations in the US/Canada region over the subsequent 18 months as it moves from the coffee house concept to what it calls "convenience-led" formats with drive-through and curbside pickup. ^ Semroc, Bambi; Baer, Elizabeth; Sonenshine, Joanne; Weikel, Marielle Canter (March 2012). (January 26, 2002). The Dallas Morning News. During the same period, Starbucks entered into a partnership with Conservation International—pledging US\$7.5 million over three years—to help protect the natural environment of coffee-growing communities in Mexico and Indonesia.[266] Plastic straw ban On July 9, 2018, Starbucks President and CEO Kevin Johnson announced that Starbucks will ban the single-use plastic straws by January 1, 2020, on all cold drinks from all locations worldwide due to climate change concerns, pollution, and sea turtle endangerment as the single-use plastic straws failed to be designed for recycling when they were invented. However, the coffee Starbucks bought for \$1.42 per pound (\$3.1/kg) had a selling price—after transportation, processing, marketing, store rentals, taxes, and staff salary and benefits—of \$10.99 per pound (\$24.2/kg). [207][208] As of 2013, the Starbucks website sells only one Ethiopian coffee.[209][200] In addition, Starbucks is an active member of the World Cocoa Foundation.[291] Food bank donations Since 2010, Starbucks has been donating leftover pastries in the United States to local food banks through a food collection service named Food Donation Connection.[292] In March 2016, Starbucks unveiled a five-year plan to donate 100 percent of unsold food from its 7,600 company-operated stores in the U.S. to local food banks and pantries.[293] Perishable food will be transported in refrigerated trucks to area food banks through the company's partnerships with the Food Donation Connection and Feeding America. "Former Starbucks CEO Howard Schultz to Return as Chain Faces Union Push, Rising Costs". (June 3, 2010). ^ Smith, Tony (March 24, 2004). June 21, 2012. "Starbucks closes Teavana deal". Bloomberg News. In the 2004 DreamWorks Animation film Shrek 2, Starbucks is parodied as Farbucks in the kingdom of Far Far Away, which in turn, is a parody of a medieval version of Hollywood, California. "Coffee war: Starbucks spent \$740K on lobbying last year, Le Whit, and an old hand takes a swipe at 'Dontre wave' coffee". ^ a b "Coffee and Farmer Equity (C.A.F.E) Practices". ^ "Starbucks Opens First Store in Finland at Helsinki Airport". "Starbucks to open within Kesko Stores in Finland". The second store is in Kingston's central business district, New Kingston. ^ ""They didn't care": Call from Starbucks employee prompted response that led to Thonre Hamilton's death". The company's market value was US\$271 million by this time.[25] The 12% portion of the company that was sold raised around US\$25 million for the company, which enabled it to double its number of stores over the next two years.[26] By September 1992, Starbucks' share price had risen by 70%. "How Does the Starbucks Rewards Program Work? Starbucks closing 73% of Australian stores". "Struck By Starbucks". "Starbucks sigue como prioridad para Alesa". "Starbucks Siren's Origins Exposed". Arizona State University. Archived at Ghostarchive and the Wayback Machine. ^ "Why Starbucks Is Struggling In South Africa". ^ "Starbucks to Open Stores in Italy". Starbucks Fined \$2.8B in Grocery Dispute, and More. ^ "Starbucks to help local coffee, dairy farmers". Starbucks v. Starbucks's green coffee extraction process involves soaking the beans in water.[112] In June 2014, Starbucks began trialing its own line of carbonated sodas, dubbed "Fizzio". The drinks required a special machine to make.[113] Energy drinks In January 2022, Starbucks launched a line of canned energy drinks, called "Baya." The drink contains caffeine from the coffee fruit.[114][115] Seasonal cups Each year between November-January, Starbucks releases new holiday merchandise, including new paper cups with various festive designs.[116] Barrel-aged coffee In March 2017, Starbucks announced the launch of two new limited-edition specialty drinks made from beans aged in whiskey barrels at the Seattle roastery.[117] Starbucks's barrel-aged coffee will be sold with a small batch of unroasted Starbucks Reserve Sulawesi beans, which are then hand-scooped into whiskey barrels from Washington state.[118] Starbucks card and loyalty program In May 2008, a loyalty program was introduced for registered users of the Starbucks Card (previously simply a gift card) offering perks such as free Wi-Fi internet access, no charge for soy milk and flavored syrups, and free refills on brewed drip coffee, iced coffee, or tea.[119] Each time a customer purchases a drink, they will earn stars if they present their rewards card or scan their card from the mobile app.[120] Eventually, these stars accumulate to allow customers to redeem for perks such as free drinks, free add-ins, free bakery items or selected merchandise.[120] In 2009, Starbucks began beta testing its mobile app for the Starbucks card, a stored value system in which consumers accept pre-paid funds to purchase products at Starbucks.[121] Starbucks released its complete mobile platform in January 2011.[122][123] By December 2011, the number of mobile transactions exceeded 26 million.[124] Electricity and Wi-Fi In August 2002, Starbucks provided free Wi-Fi in the United Kingdom, although in the past, a Starbucks rewards card was required.[125][126] On July 1, 2010, Starbucks offered free Wi-Fi in all of its stores in the U.S. and Canada.[127] Three years later in 2013, it switched providers in the U.S. from AT&T to Google.[128][129][130] In August 2010, Starbucks began offering free Wi-Fi in Germany via BT Openzone.[131] In October 2012, Starbucks and Duracell Powermat announced a pilot program to install Powermat charging surfaces in the tabletops in selected Starbucks stores in the Boston area.[132] Furthermore, Starbucks announced its support in the Power Matters Alliance (PMA) and its membership in the PMA board, along with Google and AT&T, in an effort to create "a real-world ecosystem of wireless power" through a universal wireless charging standard that customers could use to recharge smartphones.[133] In August 2016, startup company FluxPort introduced Qi inductive charging pads at select locations in Germany.[134] Locations Countries with Starbucks locations as of March 2022 The company's headquarters is in Seattle, Washington, United States, where 3,501 people worked as of January 2015.[135] The main building in the Starbucks complex was previously a Sears distribution center. Archived from the original on February 4, 2012. Ullman became the firm's chairman in July 2018.[240] Both Johnson and Ullman succeeded Howard Schultz, who served in both capacities for 10 years.[241][241] Orin C. news.com.au. Starbucks employees admitted into the program will receive a scholarship from the college. [324] that will cover 44% of their tuition. Starbucks did not want to fall behind in the market opportunities for K-Cups.[320] In mid-November 2013, an arbitrator ordered Starbucks to pay a fine of US\$2.8 billion to Mondelez International, a corporate spin-off of Kraft, for its premature unilateral termination of the agreement.[321][322][323] Arizona State University In June 2014, Starbucks announced a partnership with Arizona State University (ASU) that would allow Starbucks employees in their Junior and Senior years of college to complete four years of college at Arizona State University's online program for only around \$23,000. Casemine. ^ Baertlein, Lisa (September 23, 2014). ^ "1st And Pike". Starbucks Jamaica announced its intention to open 2 stores in Kingston, Jamaica in 2018, with plans for up to 6 stores by 2019.[209] The first of the Kingston, Jamaica stores opened on June 21, 2018. ^ "Starbucks to enter coffee-loving Vietnam". New Statesman. September 5, 2007. This includes Starbucks. December 5, 2014. "How Locavores Bought On Local-Warrior". ^ Van Sant, Shannon (April 15, 2012). ISBN 0-520-26106-2. In September 2019, 60% of Starbucks stores are participating in FoodShare. Retrieved September 9, 2021. ^ French, Howard. "Is Stumptown the New Starbucks — or Better?". ^ Thompson, Dillon (February 6, 2020). "Starbucks to Offer Free Wi-Fi". The store is the 7th location at the airport.[177] In January 2012, despite a false start 2007.[178][179] Starbucks created a 50:50 joint venture with Tata Global Beverages called Tata Starbucks. On the next day, one more coffee shop was opened.[195] In December 2017, the Starbucks Reserve Roastery opened at HKRI Taikoo Hui in Shanghai, China, the only such location of its kind outside of Seattle.[196] In November 2020, Starbucks announced that it plans to open an outlet in Laos.[197] Americas A Starbucks food truck in a rest area on the New Jersey Turnpike, 2018In September 2002, Starbucks opened its first store in Latin America, in Mexico City.[198] By 2016, there were more than 500 locations in Mexico.[199] In August 2003, Starbucks opened its first store in South America in Lima, Peru.[200] In 2008, Starbucks opened in Argentina and Brazil.[24] In November 2010, the company opened the first Central American store in El Salvador's capital, San Salvador.[148] In June 2012, Starbucks opened a store in San Jose, Costa Rica.[21] In October 2019, Starbucks announced plans to open 1,000 stores in the United States in the next five years.[202] In August 2013, Starbucks's CEO Howard Schultz personally announced the opening of Starbucks stores in Colombia. "Starbucks vs. January 13, 1999. Brewing Justice: Fair Trade Coffee, Sustainability, and Survival. The Guardian. ^ Khanh, Vu Trong (July 23, 2014). "The Spotify- Starbucks Partnership Is Digital Co-Branding Genius". ^ Whitten, Sarah (June 4, 2018). The first Starbucks-branded Norwegian shop opened in February 2012, at Oslo Airport, Gardermoen.[149] Starbucks at Helsinki Airport in Vantaa, Finland, 2018 In May 2012, Starbucks opened its first coffeehouse in Finland, with the location being Helsinki-Vantaa Airport in Vantaa.[150] In August 2013, the first Starbucks in Denmark Supermarked opened in the department stores Salling in Alborg and Aarhus in Denmark.[151] In April 2014, Starbucks announced a store in Azerbaijan, in the Port Baku Mall.[152] In November 2014, Starbucks announced its first Channel Island challenges" and a "difficult business environment." [173][173] In January 2011, Starbucks and Tata Coffee, Asia's largest coffee plantation company, announced plans for a strategic alliance to bring Starbucks to India and also to source and roast coffee beans at Tata Coffee's Kodagu facility.[174][175] In January 2011, Starbucks intrduced its largest cup size, the Trenta, which can hold 31 US fluid ounces (920 ml).[176] In October 2011, Starbucks opened another location in Beijing, China, at the Beijing Capital International Airport's Terminal 3, international departures hall, making the company's 500th store in China. Indicators for social responsibility have evolved and now include "zero tolerance" indicators that require workers to be paid in cash, check, or direct deposit, ensure that all workers are paid the established minimum wage, that workplaces are free of harassment and abuse, that workplaces are nondiscriminatory and do not employ persons under the age of 14, and several more.[278] Starbucks has moved 90% of its coffee purchases to preferred C.A.F.E. certified providers, and the company is approaching its stated goal to purchase 100% of its coffee through C.A.F.E. or other 'ethically sourced' certification systems.[277] Washington State University Assistant Professor Daniel Jaffe argues that Starbucks's C.A.F.E. practices merely 'green wash' "to burnish their corporate image." [279] Additionally, Professor Marie-Christine Renard of Rural Sociology of Chapingo University in Mexico wrote a case study of Starbucks's, Conservation International's, and Agro-industries United of Mexico (AMSA)'s joint conservation effort in Chiapas, Mexico in which she concluded that "[w]hile the CI-Starbucks-AMSA Alliance paid better prices, it did not allow the producers to appropriate the knowledge that was necessary for the organizations to improve the quality of their coffee." [280] Fair trade Fair trade coffee beans, pictured here being sorted in 2007, have made up the majority of Starbucks' imports from coffee-producing countries. Starbucks Corporation[201] Starbucks Corporation Starbucks in Seattle, WashingtonTypePublic/Traded as Nasdaq: SBUX Nasdaq-100 component S&P 100 component S&P 500 component IndustryCoffee shopFoundedMarch 30, 1971; 51 years ago (1971-03-30)Pike Place Market, Elliott Bay, Seattle, Washington, U.S. Founders Jerry Baldwin, Zev Siegel, Gordon Bowker Headquarters2401 Utah Avenue South, Seattle, Washington, United StatesNumber of locations33,833 (2021)Area served84 countriesKey people Howard Schultz, interim CEO Melody Hobson, Chairperson Kevin Johnson, President & ex-CEO Products Coffee beverages Smoothies Tea Baked goods Sandwiches Revenue US\$29.06 billion (2021)Operating income US\$4.87 billion (2021)Net income US\$4.20 billion (2021)Total assets US\$31.39 billion (2021)Total equity US\$5.32 billion (2021)Number of employees383,000 (2021)Subsidiaries Starbucks Coffee Ethos Water Evolution Fresh Hear Music La Boulange Bakery Seattle's Best Coffee Teavana Torrefazione Italia Tata Starbucks (India) WebsiteStarbucks.comFootnotes / references[1][2] Interior of the Pike Place Market location in 1977 Howard Schultz served as chief executive from 1986 to 2000, and again from 2008 to 2017. Ratings categories include economic accountability, social responsibility, environmental leadership in coffee growing and processing.



Strom, Stephanie (September 20, 2012). November 28, 2014. ^ Adelman, Martine (November 14, 2012). ^ "Starbucks' Move To Debate Race Brews Backlash". 252–53 ^ a b Rohlf, Any (June 29, 2012), to collaborate on selling music as part of the "coffeehouse experience." In October 2006, Apple added a Starbucks Entertainment area to the iTunes Store, selling music similar to that played in Starbucks stores. Boston Magazine. "Stop & Shop and sister chain closing 43 in-store Starbucks kiosks". March 18, 2015. ^ "Milano, conto alla rovescia per Starbucks: il 6 settembre l'inaugurazione" [Milan, countdown for Starbucks: inauguration day will be September 6] (in Italian). They later moved the café to 1912 Pike Place.[16] During this time, Starbucks stores sold just coffee beans and not drinks.[17] In its first two years of operation, Starbucks purchased green coffee beans from Peet's Coffee & Tea, [18] In 1973, Alfred Peet stopped supplying Starbucks and helped train their new Roastmaster, Jim Reynolds.[18] 1980s In 1984, the original owners of Starbucks, led by Jerry Baldwin, purchased Peet's Coffee.[19] By 1986, the company operated six stores in Seattle[20] and had only just begun to sell espresso coffee.[21] In 1987, the original owners sold the Starbucks chain to former director of marketing Howard Schultz, who rebranded his Il Giornale coffee outlets as Starbucks and quickly began to expand the company.[22][23] Also in 1987, Starbucks opened its first locations outside of Seattle in Waterfront Station in Vancouver, British Columbia, and Chicago, Illinois.[24] By 1989, 46 Starbucks stores existed across the Pacific Northwest and Midwest, and the company was roasting more than 2,000,000 pounds (907,185 kg) of coffee annually. ^ Olson, Alexandra (April 26, 2018). HistoryLink. It was also announced that kiosks for grab-and-go snacks and bags of whole-bean coffee would be removed from stores beginning in September 2019.[60] In November 2019, Starbucks opened its largest store ever on Michigan Avenue, Chicago, with 200 employees.[61] 2020s On March 20, 2020, due to the COVID-19 pandemic, Starbucks closed all the café-only stores in the United States for two weeks. ^ a b c Haddon, Heather (September 24, 2021). ^ Luongo, Michael T. "Starbucks's embarrassments: Ethos water comes from drought-ridden California". Fair Trade America. ^ Klara, Robert (September 29, 2014). These machines have 280 possible drink combinations to choose from. "Starbucks is Mixing Coffee With Crypto". External links Wikimedia Commons has media related to Starbucks. Time. ^ Kirsner, Scott (October 29, 2012). May 28, 2014. The New York Times. "They're young, optimistic and they want a union". ISSN 0099-9660. "Starbucks is closing thousands of cafe-only stores across the US, keeping drive-thrus open and paying workers for 30 days whether they come to work or not". "Apple Builds Ecosystem With iPod Touch Screen". ^ Allison, Melissa (March 3, 2009). ^ "These 8 Companies Are Ditching Plastic Straws. Starbucks to switch to 100 percent cage-free eggs by 2020". Morgan, 99 Civ. "Starbucks cuts 1,000 non-store jobs". Business Insider. "Talking with Howard Behar". "Starbucks still seeking a rhythm for Circadia". As chief executive officer from 1986 to 2000, Schultz's first tenure led to an aggressive expansion of the franchise, first in Seattle, then across the West Coast of the United States. Hear Music was purchased by Starbucks in 1999.[306] In 2002, it produced a Starbucks opera album, featuring artists such as Luciano Pavarotti, followed in March 2007 by the hit CD Memory Almost Full by Paul McCartney, making McCartney the first artist signed to the new Hear Music label sold in Starbucks outlets.[307] In 2006, the company created Starbucks Entertainment, one of the producers of the 2006 film Akeelah and the Bee. ^ Eidelson, Josh (December 13, 2021). Some offerings are seasonal, or specific to the locality of the store. ^ a b "Selected Canadian Starbucks begin serving booze on Tuesday". ^ Ozersky, Josh (March 9, 2010). the Guardian. BBC. Archived from the original on April 12, 2010. ^ "Starbucks buying out Chinese venture for US\$1.3 bn". It is the world's largest coffeehouse chain. ^ "Why Starbucks Failed in Israel". "Starbucks Workers Are Organizing — and Management Is Worried". "The C.E.O. of Starbucks Isn't Leaving. Starbucks buying full control of Japan unit for \$914 million". ^ BEVIL, DEWAYNE (June 19, 2015). November 1, 2019. "Starbucks: Delivering Customer Service". He then registered the name with a Moscow-based company and asked for \$600,000 to sell the trademark to Starbucks, but was ruled against in November 2005.[145] In Austin Powers: The Spy Who Shagged Me, Dr. Evil made his hideout in a Starbucks-branded tower from which he traveled back to the past. "Starbucks wastes millions of litres of water a day". Retrieved April 19, 2021. ^ "Starbucks headed for SA". London: Dorling Kindersley. ^ Jarjon, Julie (October 6, 2015). Tata Starbucks owned and operated Starbucks outlets in India as Starbucks Coffee "A Tata Alliance "180] Starbucks opened its first store in India in Mumbai on October 19, 2012.[181][182][183] On February 1, 2013, Starbucks opened its first store in Ho Chi Minh City, Vietnam.[184][185][186] and its first location in Hanoi in July 2014.[187] A Starbucks in Seoul, South Korea, 2020In May 2014, the Starbucks operations in South Korea launched a mobile ordering system named Siren Order, accessible through a local version of Starbucks smartphone application.[188][189] In December 2014, Starbucks launched a similar system named Mobile Order & Pay, in Portland, Oregon.[190] The expanded nationwide in 2015, and in late March 2018, the company opened the system, previously available to Starbucks Rewards members only, to all customers.[191][192] In September 2014, Starbucks announced the acquisition of the remaining 60.5% stake in Starbucks Coffee Japan that it did not already own, for \$913.5 million.[193] In August 2015, Starbucks announced plans to open in Phnom Penh, Cambodia, its 16th market in the China/Asia Pacific region by the end of 2015.[194] On December 18, 2015, Starbucks opened in Almaty, Kazakhstan. ^ "Starbucks Delays Indian Chain Launch". August 4, 2013. "Starbucks Puts Quality Over Quantity". "Alan Cumming Writes Powerful Letter To Starbucks Canada Urging Them To Drop The Extra Charges On Vegan Milk". ^ a b Schouten. This gives leftover coffee grounds to anyone requesting it for composting. April 5, 2019. 3 (2): 136–149. Conversely, its franchise has commanded substantial brand loyalty, market share, and company value. Schultz, Howard, Pacific Northwest. "Starbucks opens first shop in Sweden, its 53rd country". ^ Chesto, Jon (August 28, 2009). "Starbucks to Double Fair Trade Certified Coffee Purchases". ^ "Starbucks". ^ "Goals & Progress: Coffee Purchasing". ^ "Starbucks Animal Welfare-Friendly Practices News". March 5, 2022, January 29, 2012. June 7, 2016. InformationWeek. ^ Taylor, Kate (July 23, 2019). ^ "Starbucks comes to Guernsey". "Starbucks to Donate 100 Percent of Unsold Food to Food Banks". Clark, Taylor. "Starbucks CEO Sees Adding 1,000 U.S. Stores in Five Years' Yum!". Jim Donald served as chief executive officer from 2005 to 2008, orchestrating a large-scale earnings expansion. Archived from the original on January 4, 2016. "Starbucks creates a stir in India". DiStefano and Jacob. July 15, 2007. Retrieved March 6, 2022. ^ "Starbucks Launches Teavana Hot Brewed Tea in Starbucks Stores in the U.S. and Canada". Retrieved December 1, 2021. August 26, 2013 – via Fox News. ^ Ives, Mike (January 4, 2013). "Starbucks workers could pay \$23,000 for 4-year tuition". ^ Staley, Oliver (April 27, 2018). August 15, 2016. New York: Hypertion. ^ "Starbucks in Dublin fined over racist drawing on customer's cup". ^ Stossel, John; Goldberg, Alan (December 9, 2005). September 11, 2006. "Schultz: Starbucks COO not leaving for health concerns, rumors are 'irresponsible'". "Starbucks' Holiday Cup Controversies, Explained". ^ HERMAN, CHARLES (July 1, 2008). ^ "Starbucks reaches truce with Ethiopia over coffee licensing". Reuters. ^ Moyer, Justin Wm. (May 1, 2015). June 29, 2010. "Starbucks Bid to Halt Union Vote Count Is Rejected by Labor Board". United States Patent and Trademark Office. ^ Weiner, Jonah (June 15, 2014). ^ "CBLDF Case Files — Starbucks v. Scheiber, Noam (August 30, 2021). POLITICO. Archived from the original on February 7, 2005. ^ Farr, Sheila (February 15, 2017). ^ Gelles, David (June 17, 2018). "Starbucks loses trademark lawsuit to Morinaga Milk over mountain range logo". Starbucks is not known to have taken action against this business.[372][373][374] Criticisms and controversies Main article: Criticism of StarbucksFollowing the 2022 Russian invasion of Ukraine, a number of companies have faced growing pressure to halt operations in Russia, but have not yet done so. ^ "Apple and Starbucks Announce Music Partnership" (Press release). "Women welcome at a Saudi Arabia Starbucks shop after temporary ban". June 15, 2018. ^ Allison, Melissa (March 9, 2008). Orlando Sentinel. Today.com. ^ Frey, Christine (April 16, 2003). "Big Gulp". Retrieved December 8, 2021. ^ "STARBUCKS COFFEE CO. ^ Lerman, Rachel (January 15, 2014). Dwyer". "Starbucks will stop using disposable cups in South Korea by 2025". U.S. Securities and Exchange Commission. Toronto Star. ^ "Starbucks postpones India entry, withdraws FIPB application". ^ Ho, Lester (November 29, 2017). "Does the Verismo coffeemaker deliver true Starbucks flavor?". ^ "Starbucks aims to become a habit 'rather than destination' says CEO Maizey". "Stars and Bucks Cafe". January 12, 2007. ^ a b c Schwaner-Albright, Oliver (March 26, 2008). 336 pages. Uncommon Grounds: The History of Coffee and How It Transformed Our World. June 26, 2018. Rediff.com. ^ "Starbucks Opens its First Store in Slovakia". Azertamericanews.com. The Wall Street Journal. The layout of some stores will also be modified with a separate counter for picking up mobile orders. ^ Baertlein, Lisa (January 5, 2011). In September 2009, company-operated Starbucks stores in Canada and the United States successfully implemented a new water saving solution that meets government health standards. The remaining balance and all other expenses would be paid by the student or through traditional financial aid. ISBN 9780520940192. S2CID 153539792. "Starbucks opens its biggest store ever". ^ Walker, Rob (February 26, 2006). Some stores feature LCD screens with the artist name, song, and album information of the current song playing. September 7, 2002. The American Genius. Starbucks. {{cite web}}: CS1 maint: url-status (link) ^ "McDonald's, Starbucks and Subway have made no animal welfare progress in eight years | World Animal Protection". ^ "Get ready: Up to 300 Starbucks stores are coming to Italy". ^ "Starbucks to open first café in Colombia, stronghold of Juan Valdez coffee store chain". Here's How to Get a Free Starbucks Drink". Retrieved October 24, 2021. OCLC 795852938. This level of participation contributed to 20 million meals served to those in need.[296] Cage-free eggs In 2008, Starbucks announced a comprehensive new animal welfare policy banning many inhumane farming practices, including the caging of hens. Vox. Insider Inc. "Tasting the Future of Starbucks Coffee From a New Machine". The Phnomh Penh Post. On this occasion, the promotion also involved Twitter and customers were able to purchase a US\$5 gift card for a friend by entering both "@tweetacoffee" and the friend's handle in a tweet. Michelli, Joseph A. In October 2008, The Guardian newspaper reported that Starbucks was wasting 6.2 million U.S. gallons (23.4 million liters) of water a day by leaving a tap constantly running for rinsing utensils in a 'dipper well' in each of its stores, but this is often required by governmental food safety codes.[262] In June 2009, in response to concerns over its excessive water consumption, Starbucks re-evaluated its use of the dipper well system. Global Exchange. ^ Po, Joanne (November 13, 2013). Ethos bottles feature prominent labeling stating "helping children get clean water," referring to the fact that US\$0.05 from each US\$1.80 bottle sold (US\$0.10 per bottle in Canada) is used to fund clean water projects in underdeveloped areas. ^ Lee, Jolie (February 10, 2014). ^ Simon, Scott (July 25, 2009). Bloomberg. "Starbucks responds to Dumb Starbucks in L.A." USA Today. "Starbucks debuts its own original content series, "Upstanders," featuring video and podcasts". ^ Henry, Balford (July 28, 2017). ^ Taylor, Kate (April 26, 2018). Starbucks had drawn similar criticism when it reintroduced the vintage logo in 2006.[258] The logo was altered when Starbucks entered the Saudi Arabian market in 2000 to remove the siren, leaving only her crown,[259] as reported in a Pulitzer Prize-winning column by Colbert I. Starbucks wanted to terminate the agreement because at the time, single coffee packs were beginning to become popular. ^ a b McArdle, Megan (October 13, 2010). Archived from the original on January 12, 2013. August 26, 2015. ISBN 0-7868-6315-3. The store resembled a typical Starbucks with one exception: everything was preceded by the word "dumb." For example, the drinks he carried included Dumb Skinny Vanilla Lattes and Dumb Frappuccinos.[354] The store carried music titled "Dumb Jazz Standards" and "Dumb Norah Jones Duets".[355] He thought he could bypass infringement and copyright claims through the "Parody Law," referring to the parody aspect of Fair Use laws (that protect parodists such as "Weird Al" Yankovic and SNL). ^ Engleman, Eric (October 27, 2010). June 23, 2014. Retrieved March 17, 2022. ^ Stinson, Liz (January 8, 2014). ISBN 0-316-01348-X. ^ "McCartney joins Starbucks label". ^ Marshall, Jonathan (June 5, 1996). ^ "Littler Labeled as a Union Busting Firm". 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