

# Facts about Starbucks Coffee Company



life happens  
over coffee

## STARBUCKS IN THE MIDDLE EAST

### OUR ME STORES

We opened our first store in Kuwait in 1999 through a licensing agreement with M.H. Alshaya Co. WLL, a private Kuwait family business.

Today M.H. Alshaya Co. has over 280 Starbucks stores across the Middle East region, including Kuwait, Kingdom of Saudi Arabia, United Arab Emirates, Egypt, Lebanon, Jordan, Qatar, Oman and Bahrain.

### OUR PEOPLE

Across the Middle East region Starbucks today employs over 2700 partners from approximately over 30 nationalities. - Saudis, Egyptians, Lebanese, Jordanians, Palestinians, Bahrainis, Syrians, Kuwaitis and Omanis.

We are a significant local employer in markets where we operate and remain committed to recruiting local nationals to work in our stores. One hundred percent of our partners in Jordan, Lebanon and Egypt; 62% in Oman and 26% in KSA are citizens of the respective country. Our goal is to hire locally where we can.

### OUR SUPPLIERS

We strive to be an integral part of the local economies in which we operate and we work closely with local suppliers to develop quality products. Our ultimate goal is to provide the Starbucks Experience to you, our customers, while respecting the local customs and cultures of each country.

### OUR ANNIVERSARY

In February 2009, Starbucks celebrated our 10th anniversary of connecting with our partners and customers over a cup of high quality coffee and offering the Starbucks Experience across the Middle East.

### OUR CONTRIBUTION TO LOCAL COMMUNITIES

We are proud to be a part of the local fabric of the local community and committed to supporting local projects, especially in the area of youth and environmental stewardship. These are some of the many local projects we support across the Middle East.

## Kuwait

### "DIWAN BOOKS CLUB"

Starbucks have partnered with a talented Kuwaiti young writer and photographer, Yousef Khalifa, to launch "Diwan Books Club", a novel initiative aimed at reviving the culture of reading among residents in the country.

The objective of the books club is to provide a platform for people who share a love of literature to come together and discuss their favorite book in either Arabic or English every month, in a comfortable and respectful atmosphere.

Starbucks is hosting the monthly meetings for the diverse audience of "Diwan Books Club" members including writers, artists, professionals and students, who will share their views on the books. Following the discussions, members will write a book report to be published on the club website. For more info, please visit: [www.diwanbooksclub.com](http://www.diwanbooksclub.com)



## UAE

### "DUBAI CARES"

In 2008, Starbucks answered the "Dubai Cares" call to help provide relief goods to Palestinian children affected by the Gaza crisis. Our UAE partners and customers volunteered side-by-side to support the packing of relief goods (50,000 school supplies and 50,000 hygiene kits) that was sent to 50,000 children in Gaza.



## Kuwait & Lebanon

### "HOLIDAY JOY TOYS DRIVE"

During the holiday season in December, Starbucks launched the 'Holiday Joy' Toys Drive that aimed at giving back to those who are less fortunate and was part of the company's ethos of connecting with the local community.

Starbucks customers and partners (employees) were invited to bring in new, unwrapped toys to Starbucks stores to donate to local orphanages. Towards the end of the campaign, Starbucks partners and willing customers personally delivered the toys to the orphans in "Dar Al Atfal" - Ministry of Social Affairs orphanage in a cheerful event and enjoyed quality time spent with the children of the orphanage. In Lebanon, Starbucks partners distributed the donated toys to S.O.S villages in a fun-filled activity.



## UAE - "CLEAN UP ARABIA"

Starbucks partners (employees) have participated for the third consecutive year in the Emirates Diving Club (EDA) Beach Clean-up activities. Through their commitment to this environmental initiative, Starbucks partners hope to create awareness and inspire their customers to be conscious about the environmental consequences of pollution. The partners believe it is quite pertinent in the wake of ongoing pollution in the Gulf beaches and are looking forward to it every year.



## WHY READ THIS BROCHURE?

Recently, false rumors about Starbucks have circulated on the internet and in print media, giving an inaccurate and misleading picture of the company.

This brochure is intended to share the facts surrounding these rumours. Further, we want to reassure you, our customers, that whilst we might have grown over the years from our first store in Seattle, Starbucks remains true to our company's long-standing heritage - simply connecting with our partners and customers over a cup of high quality coffee and offering the best experience possible - regardless of geographical location.

## STARBUCKS FACTS AND THE RECENT RUMORS

- Starbucks Coffee Company is a non-political organization and does not support or engage in political or religious causes or activities. Allegations that Starbucks provides financial support to the Israeli government and/or the Israeli Army in any way are completely false.

- It is absolutely untrue that Starbucks has ever sent any of its profits to the Israeli government and/or Israeli Army, or that, as more recently rumored, we have teamed with other American corporations to send several weeks of profits to Israel.

- The political preferences or personal beliefs of any Starbucks partner (employee) have absolutely no bearing on Starbucks company policies.

- The Starbucks logo does not represent Esther, the Old Testament Jewish Queen of Persia. This confusion arose from a perceived resemblance between the cover illustration of a children's book "Esther saves her People" published in 1998, and the Starbucks logo which had been created nearly 30 years earlier in 1971.

- On 2006, a fabricated letter supposedly written by Howard Schultz, was posted on the internet by a German journalist. In the spoof letter, the fictional Schultz said that Starbucks contributed to Israel's security systems and weaponry. By the journalist's own admission the letter was intended to amuse its readers. The letter was in no way factual.

## INTERESTED IN KNOWING MORE ABOUT US?

### STARBUCKS ORIGINS

#### THE COMPANY NAME

The Starbucks name came from Starbuck, Captain Ahab's first mate on the ship in Herman Melville's classic 1851 novel Moby Dick, who was depicted as an avid coffee drinker.

#### FIRST STORE

The first Starbucks store opened in Seattle's (U.S.) historic Pike Place Market in 1971. It was set up by two local Seattle teachers and a writer and was originally called Starbucks Coffee, Tea and Spices. The name was later changed to Starbucks Coffee Company.

#### THE LOGO

The original Starbucks logo is based on a 16th century Norse woodcut; a two-tailed mermaid encircled by the store's original name, Starbucks Coffee, Tea and Spices. The mermaid or siren reflects the seafaring origins of the early coffee traders.

#### INITIAL PUBLIC OFFERING

The company was listed on the NASDAQ stock exchange in 1992 and opened its first store internationally in Japan in 1996. There are now over 7,000,000 shareholders who collectively own Starbucks stock.

#### GLOBAL PRESENCE

Though our roots are in the US, today Starbucks Coffee Company is a global company with more than 16,785 stores worldwide in 49 international markets, employing 160,000 partners (employees) worldwide.

#### OUR MISSION STATEMENT

To inspire and nurture the human spirit - One person, one cup and one neighborhood at a time.



## Lebanon

### "NURSING HOME VISIT"

Lebanon partners visited Dar Al Ajaza Hospital, one of the renowned social hospitals that care for the elderly. Partners distributed pajamas for all 125 of the residents of the home, and presented them with a new stereo to be used for their celebrations. Partners chatted with residents while everyone enjoyed chocolate muffins and orange juice.



## Lebanon

### "ECOLE NATIONAL - SCHOOL LIBRARY RENOVATION"

Starbucks partners volunteered to renovate the library of a neighboring school, the "Ecole National", which badly needed renovation. Our partners painted the walls and installed a much needed AC and wall to wall bookshelves for the students. An initiative well appreciated by the school's management and reflects Starbucks' commitment to the communities in which it operates.



## Lebanon

### "TREE PLANTING"

Starbucks joined hands with the Association for Forests, Development, and Conservation (AFDC), a prominent local NGO for a greener Lebanon, as part of Starbucks 'Plant a Tree Day', an initiative aimed at conserving the green forests of Lebanon and ensuring a better future for the younger generation in the country.

The activity involved planting 500 pine trees over 10,000 sqm of land in Ramlieh, a village in Mount Lebanon which suffered severe damages as a result of the fires that spread across the country last year. Starbucks volunteers and AFDC members enthusiastically joined the greening campaign.



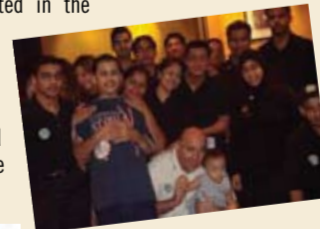
## Bahrain

### "AUTISM FRIENDLY CAMPAIGN"

Starbucks organized an "Autism Friendly Campaign", to create awareness on Autism and promote knowledge on the best way to deal with autistic children.

We partnered with the mother of a child with Autism and the founder of RIA school in Bahrain ([www.ria-institute.com](http://www.ria-institute.com)) who initiated this campaign with the aim of creating awareness about autism and seeking support from the community.

Starbucks Zinj store hosted and participated in the discussion in an effort to educate Starbucks partners (employees) on how best to accommodate children with autism in the stores. Parents in the group shared their experiences of living with autism and advised the staff on how to help care for and serve autistic children.



## Bahrain

### "SALMANIYA HOSPITAL VISIT"

Our partners in Bahrain visited the cancer outpatient ward in the Salmaniya Medical Complex, to pass the cheer to the children battling cancer. Partners spent quality time with the children and distributed gifts and talked with the children's parents about their battle with cancer.



## KSA

### "JEDDAH BEACH" CLEANUP

Our Starbucks partners in Jeddah, and in a good will activity towards their community, have volunteered to clean Jeddah beach. It is a recurring initiative that our partners find joy in repeating frequently. They firmly believe it takes a little effort to make a difference in the community they operate in.



## KSA

### "KIDS FUN ACTIVITY" AL FAISALIYA ORGANIZATION

Starbucks partners organized a fun activity for the children from the Al Faisaliyah Organization, who were accompanied by their teachers. A drawing competition was arranged, and winners were rewarded with gifts.



## Jordan

### "KIDS FUN ACTIVITY" AT SOS VILLAGE

Starbucks partners engaged in a quality time with the children at SOS village, where they enjoyed many fun activities together such as face painting and drawing competition and distributed educational and fun toys.

