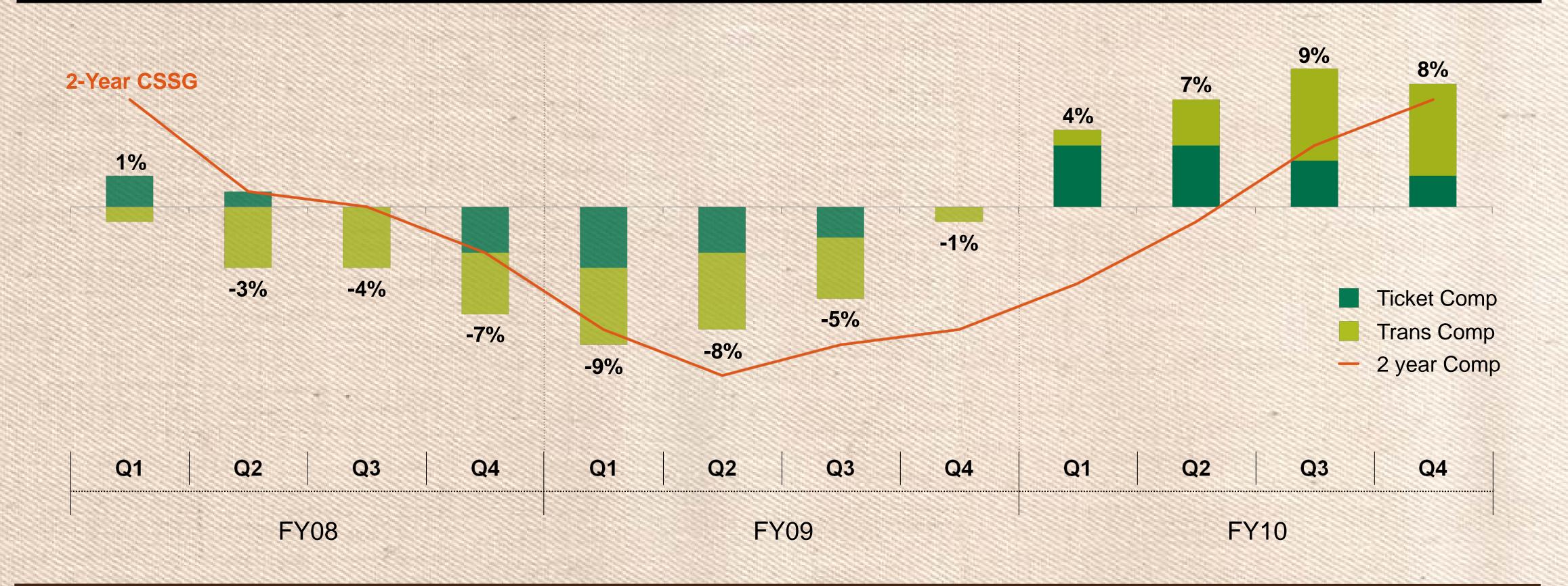


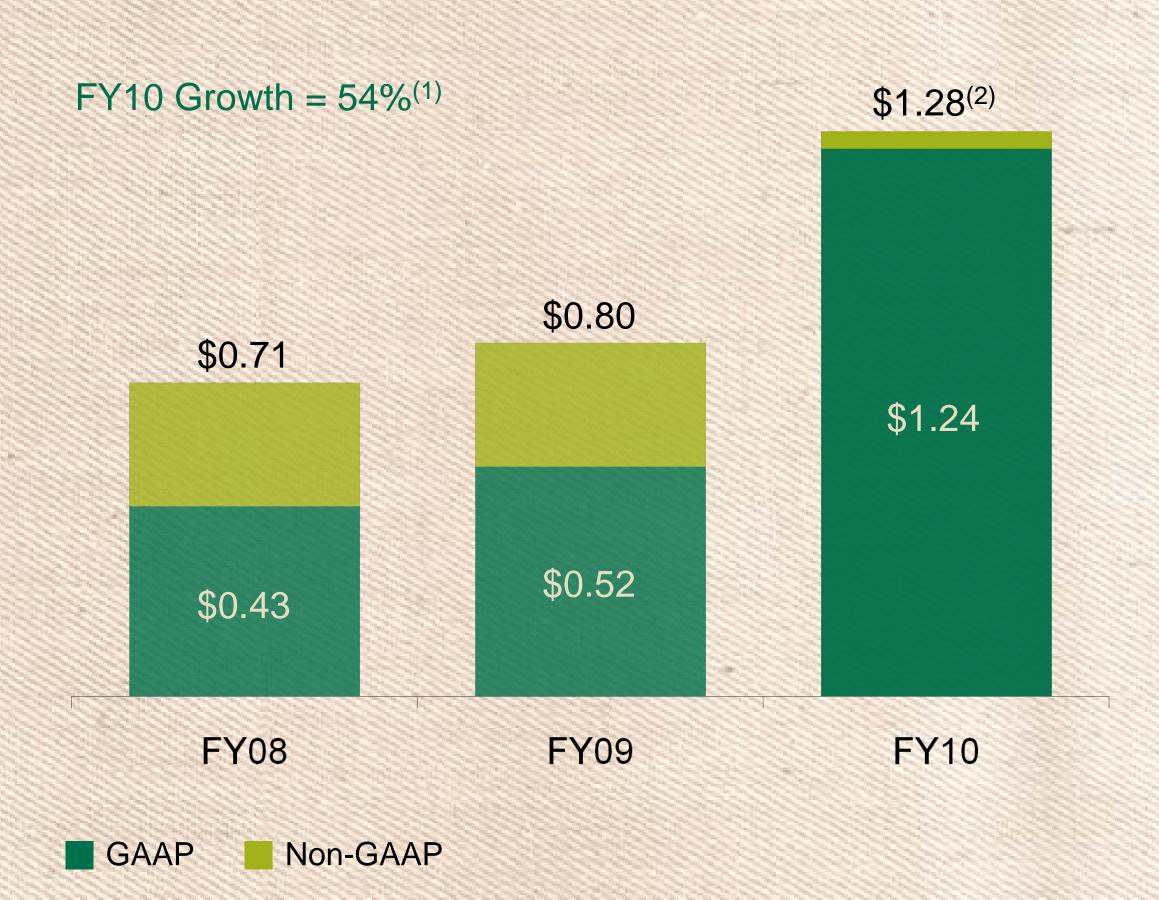
Return to Growth in Fiscal 2010

Consolidated Comparable Store Sales Growth



Powerful Leverage Drove Record Earnings...



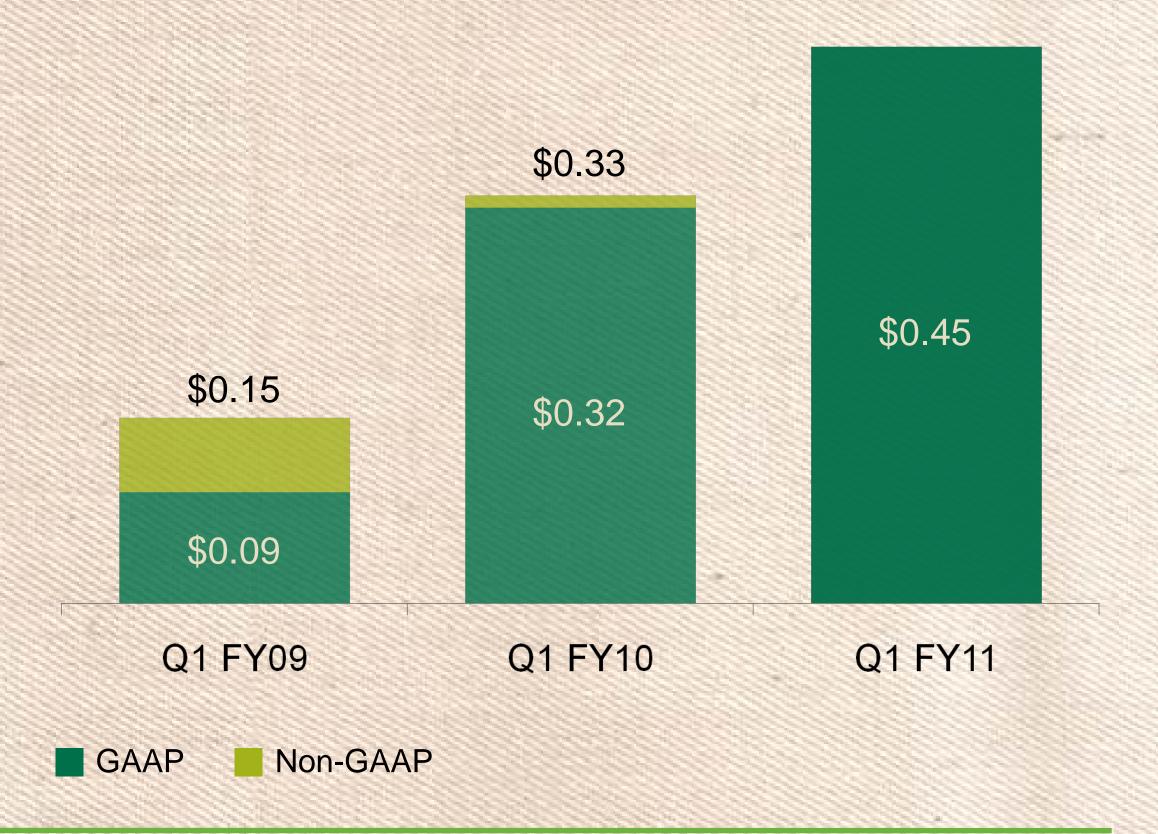


⁽¹⁾ Calculated on a comparable 52-week basis

⁽²⁾ Includes FY 2010 extra week impact of \$0.05

...and the Trend has Continued into FY11

Earnings Per Share – First Quarter

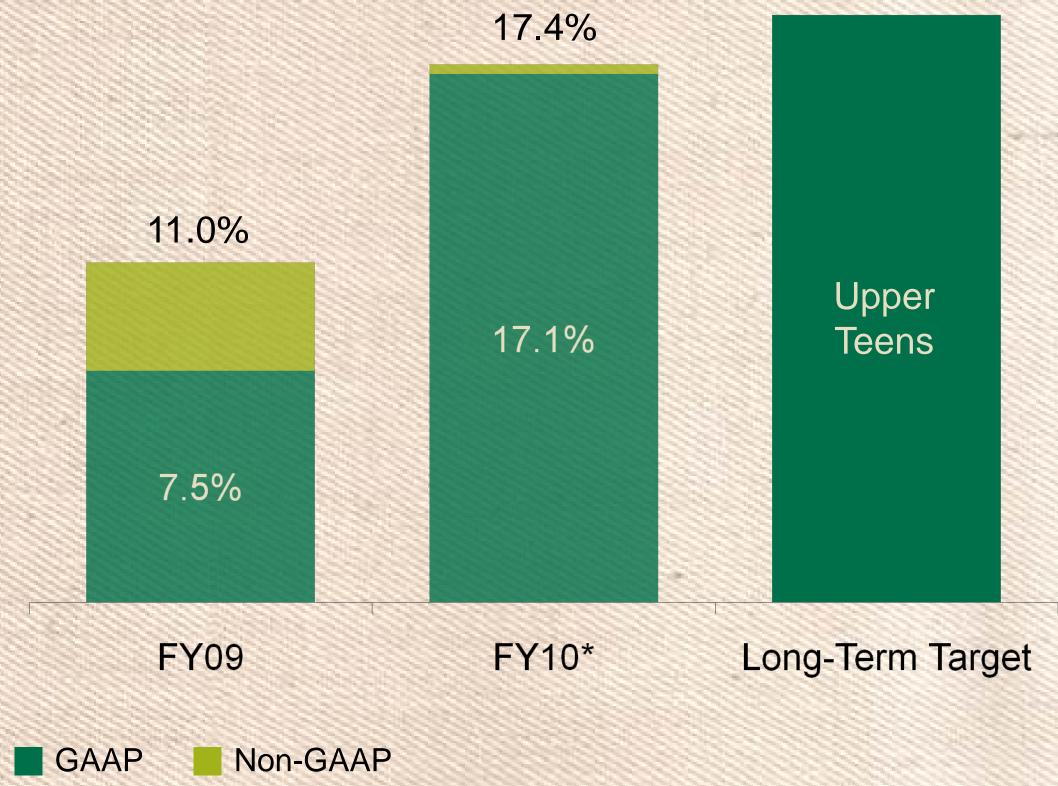


United States

Healthy business with opportunity for optimal growth



Operating Margin – Full Year



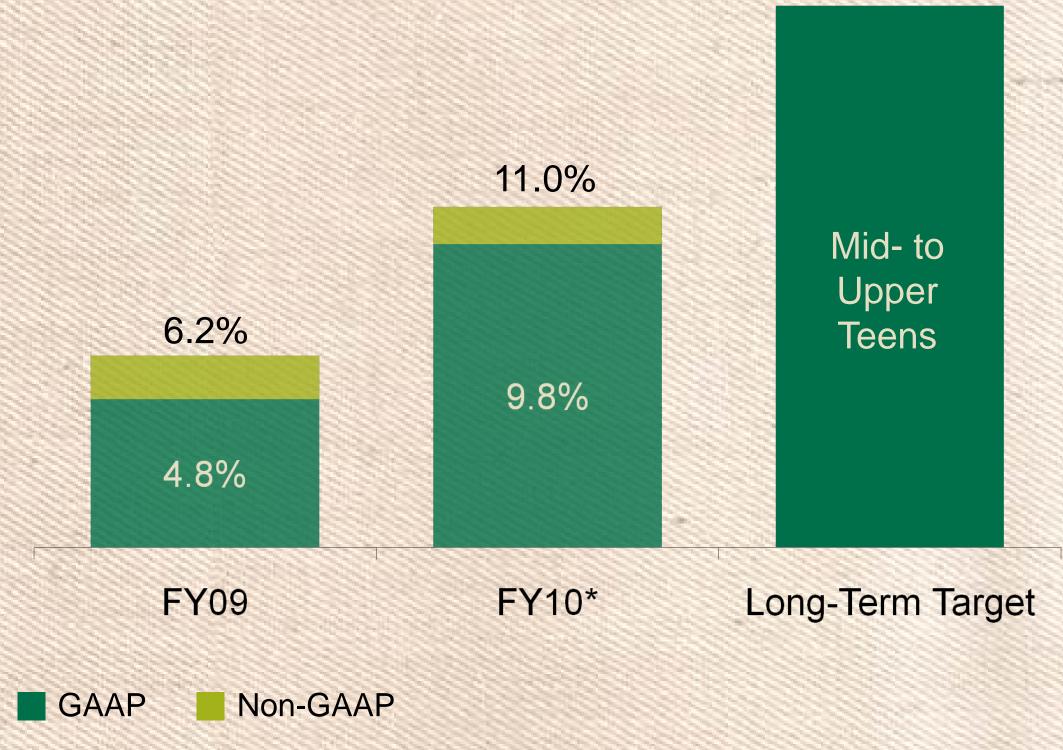
^{*} Fiscal 2010 was a 53-week year

International

Gaining momentum and poised to be a significant, profitable growth engine

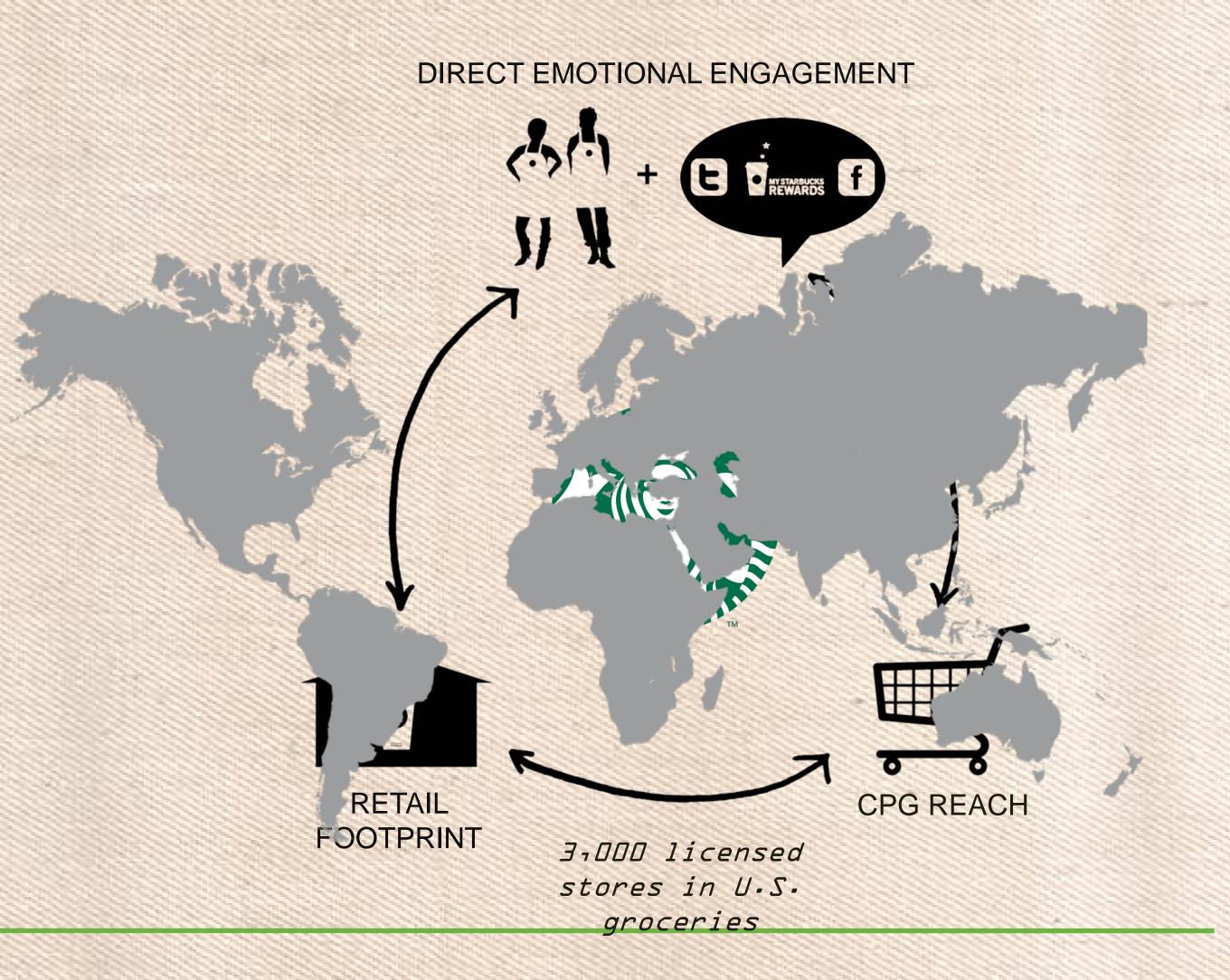


Operating Margin – Full Year



Starbucks Blueprint for Profitable Growth

A unique model to leverage and extend the *Starbucks Experience* ... and build billion-dollar brands











Consumer Products Group

Diverse business that extends our reach



Operating Margin – Full Year



Seattle's Best Coffee

Seattle's Best Coffee



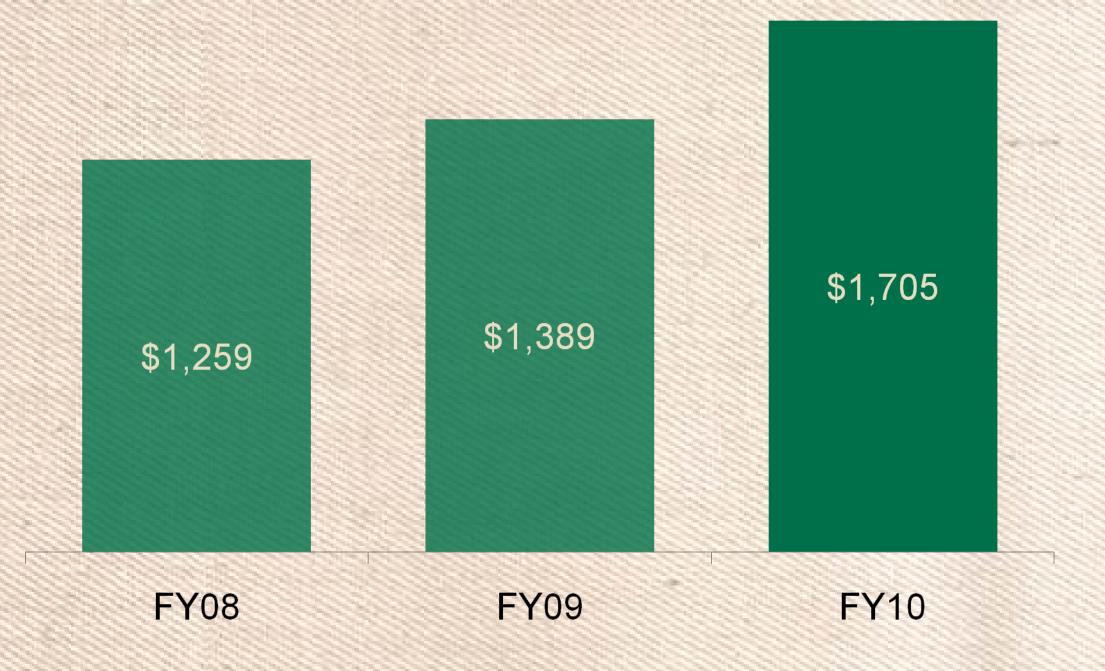


Keurig® Single-Cup Brewer





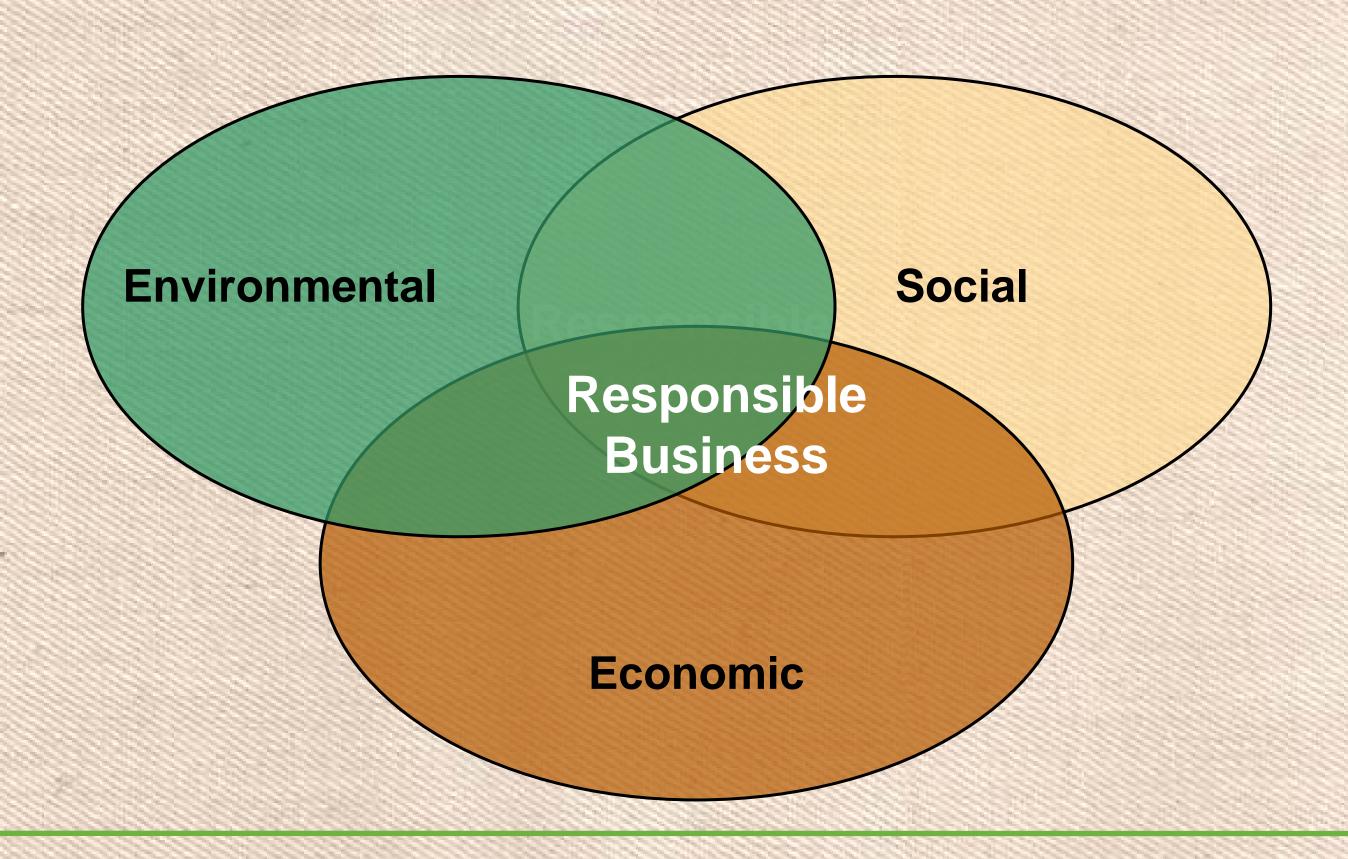
Strong Cash Flow to Fund Future Growth







What it Takes to be a Responsible Business



Our Model for Sustaining Coffee Communities

©Quality

%Transparency

∞C.A.F.E. Practices: Buying guidelines for Coffee and Farmer Equity

&Additional investments

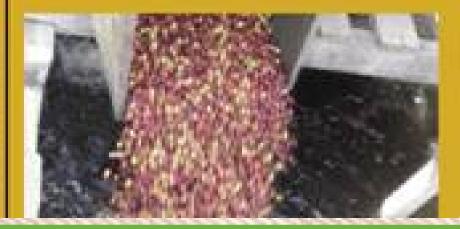


FARMERS/PRODUCERS





WET MILL PROCESSORS



DRY MILL PROCESSORS



EXPORTERS



C.A.F.E. Practices: Coffee And Farmer Equity

Components of C.A.F.E. Practices



Must meet these prerequisites

All coffee purchased from C.A.F.E. Practices suppliers must meet Starbucks standards of high quality. These are clearly defined in our Green Coffee Quality Manual.

Transparency is required of C.A.F.E. Practices suppliers. They must submit evidence of payments made at all levels along the coffee supply chain. This is a contractual requirement included in coffee-purchasing contracts with suppliers.

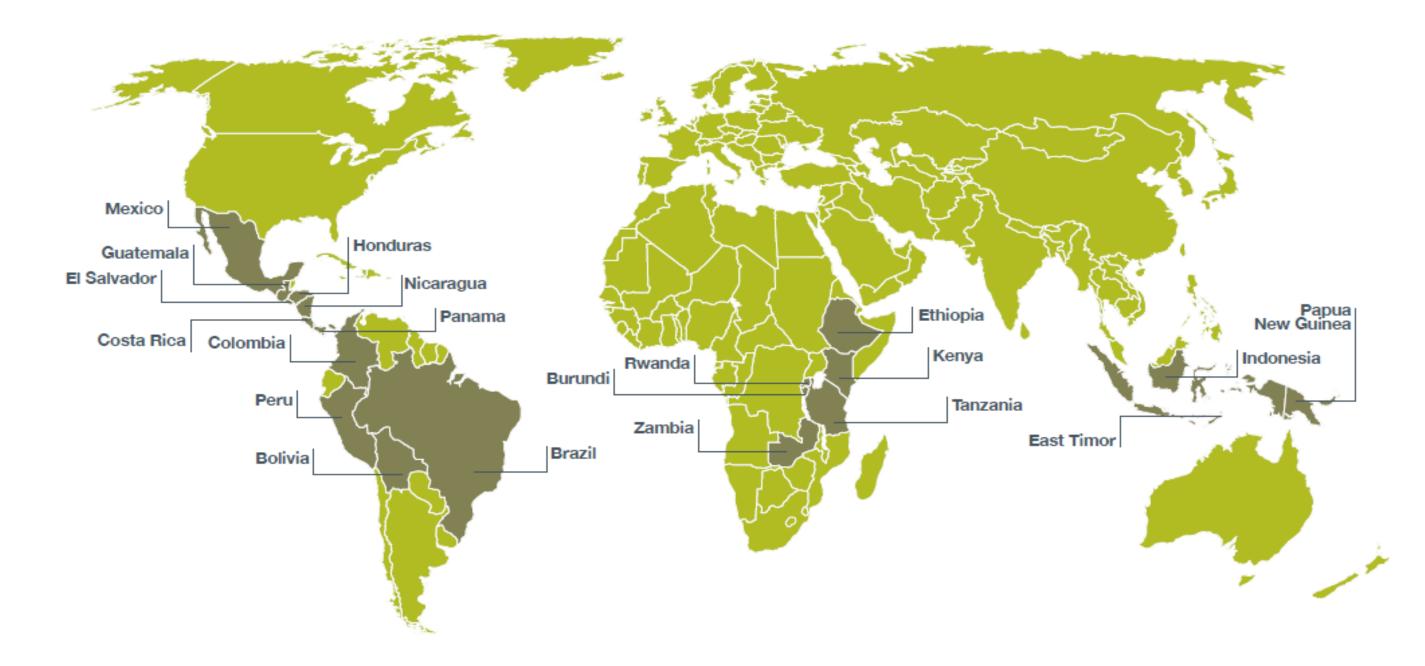


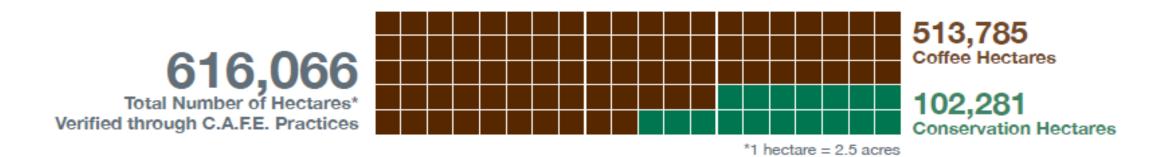
Evaluated by third-party verifiers

C.A.F.E. Practices suppliers – and other entities within their supply network – must have certain practices in place that ensure safe, fair and humane working conditions; the protection of workers' rights; and adequate living conditions. The minimum wage requirements and addressing child labor/forced labor/ discrimination indicators are mandatory.

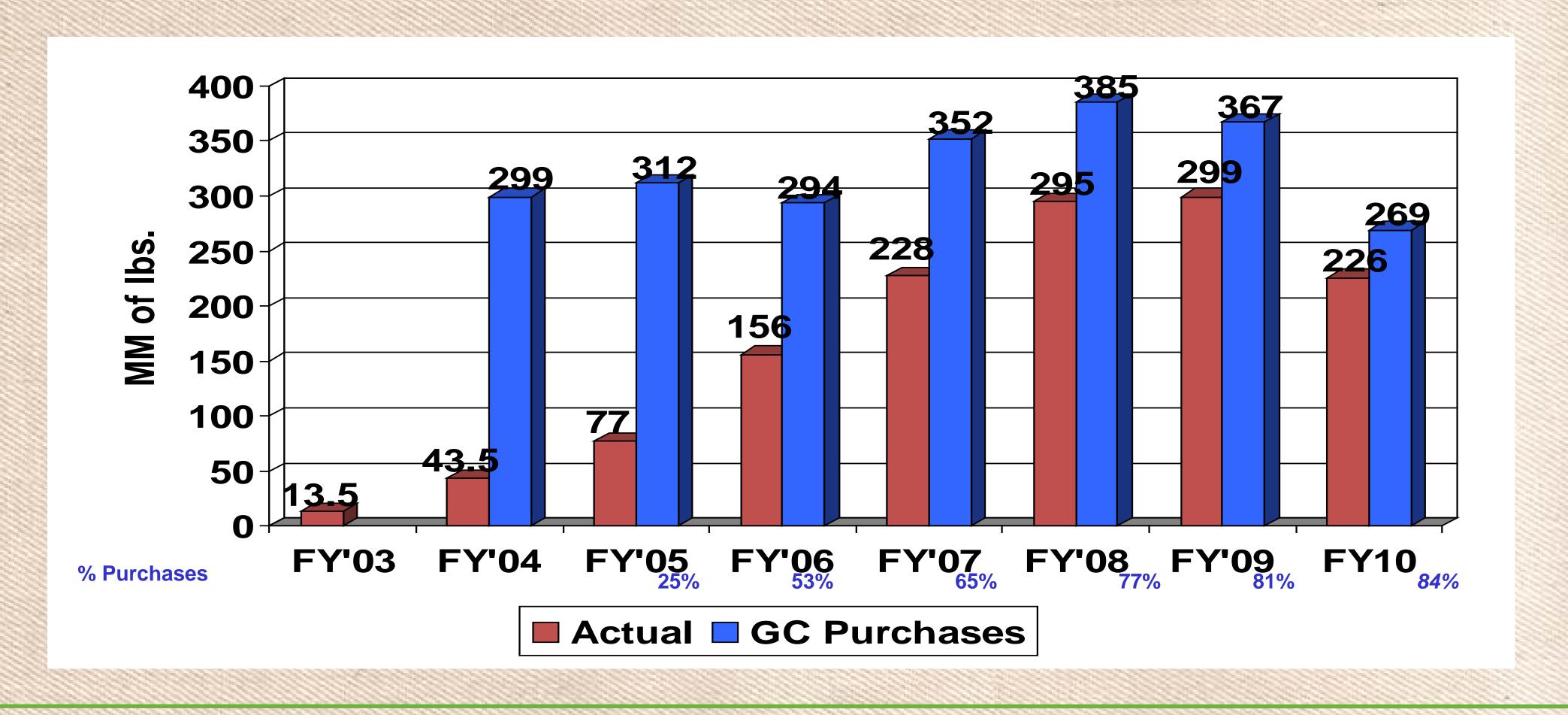
In the growing and/or processing of coffee, measures must be in place to manage waste, protect water quality, conserve water and energy use, preserve biodiversity and reduce agrochemical use.

Countries with C.A.F.E. Practices Verified Producers





PSP/ C.A.F.E Practices Purchases



Certified and Conservation Coffees







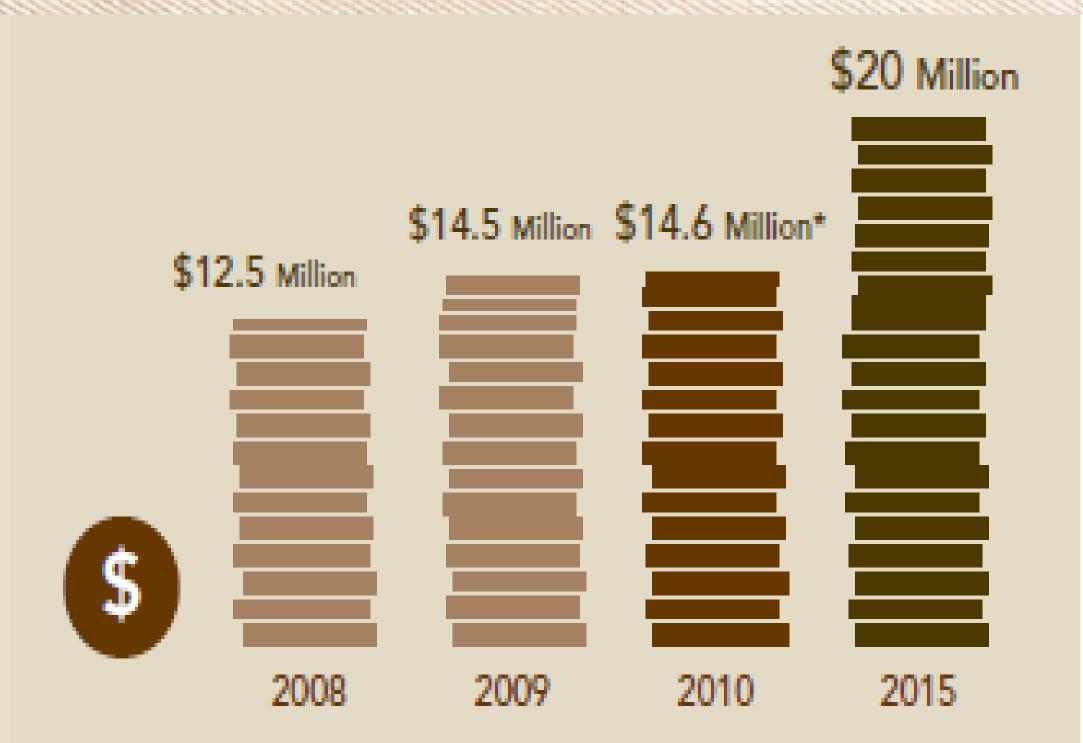
Starbucks is one of the largest buyer of Fair Trade (Fairtrade) Certified™ coffee in the world

Access to Credit

Invest in farmers and their communities by increasing farmer loans to \$20 million by 2015

We made \$14.6 million in farmer loan commitments* in 2010.

ON TRACK



Commitment is defined as being made either by public declaration of intent or signed contract *2010 commitment reflects reinvestment in interest income

Farmer Support Centers

Today's efforts for tomorrow's successes: strengthening sustainability

- Ongoing R&D on innovative coffee varieties that give us a competitive advantage
- •To implement biological controls for yield reducing coffee plagues & disease management
- To increase efficiency and productivity through precision agriculture via a customized soil & foliar analysis interpretation <u>software (SISAF)</u>
- Evaluate coffee processing methods seeking to reduce contamination while focusing on quality

eoffee musters ictoria Nyanza E A S E Kilimanjaro



STARBUCKS

COFFEE MASTER PROGRAM

Education – Starbucks Partners



STARBUCKS COFFEE

