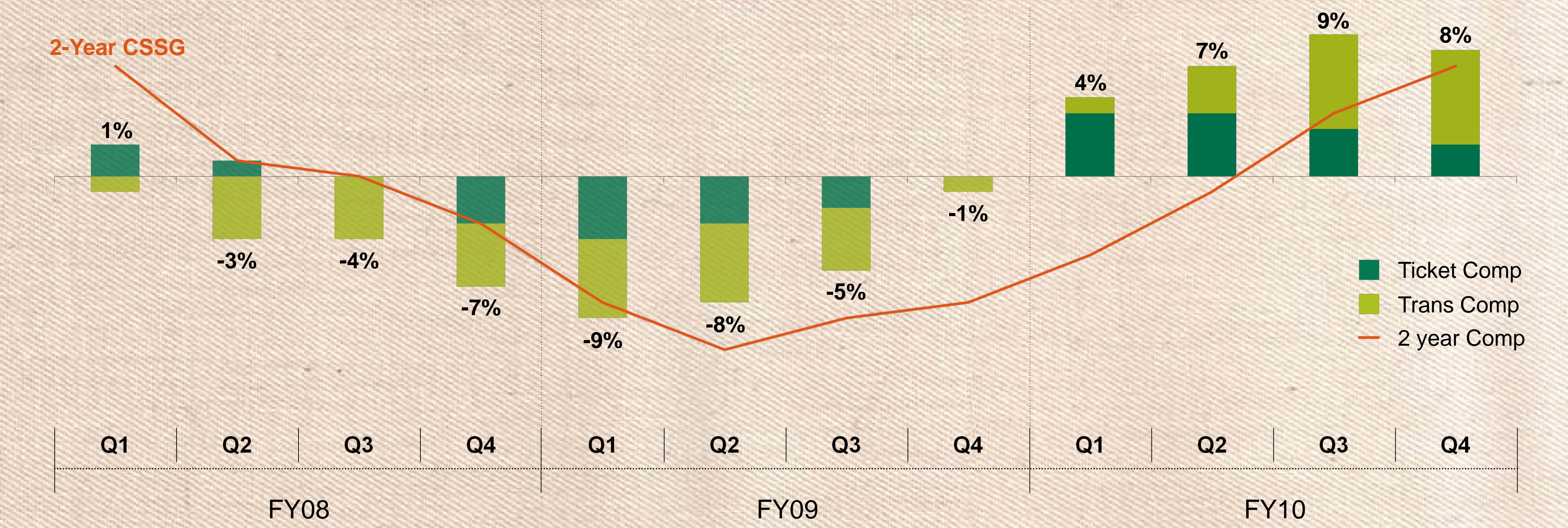




Return to Growth in Fiscal 2010

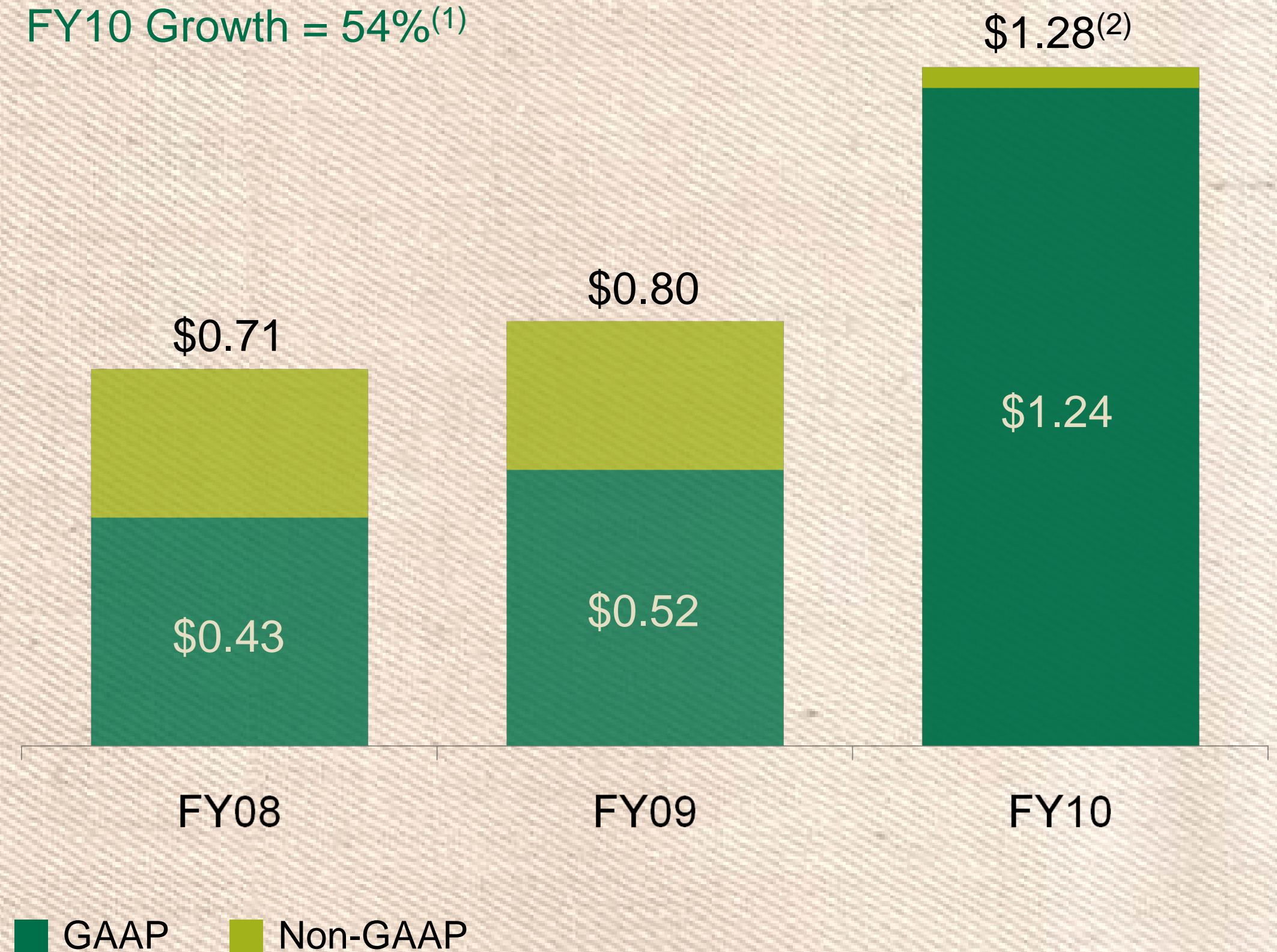
Consolidated Comparable Store Sales Growth



Powerful Leverage Drove Record Earnings...

Earnings Per Share – Full Year

FY10 Growth = 54%⁽¹⁾

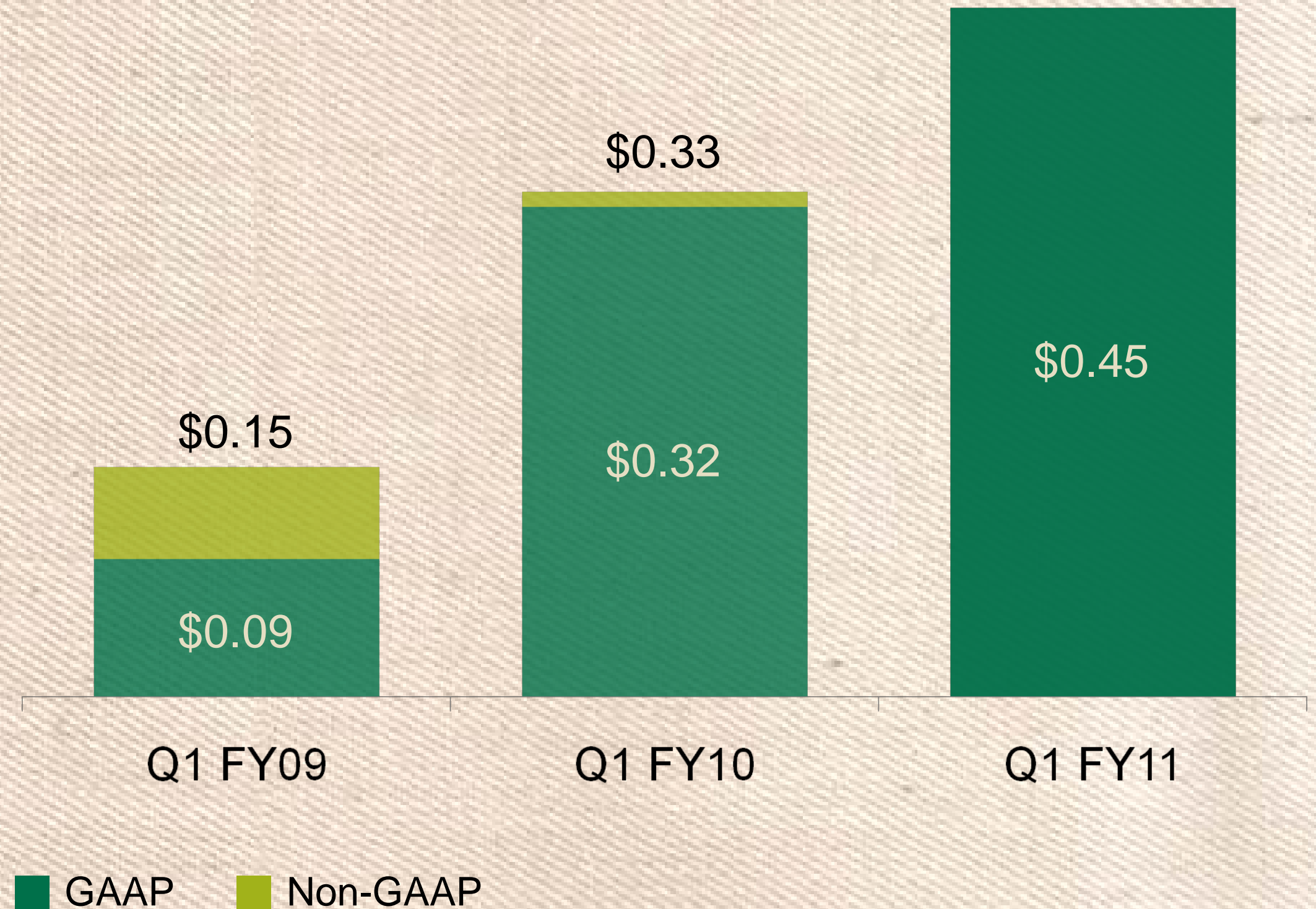


(1) Calculated on a comparable 52-week basis

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

...and the Trend
has Continued
into FY11

Earnings Per Share – First Quarter

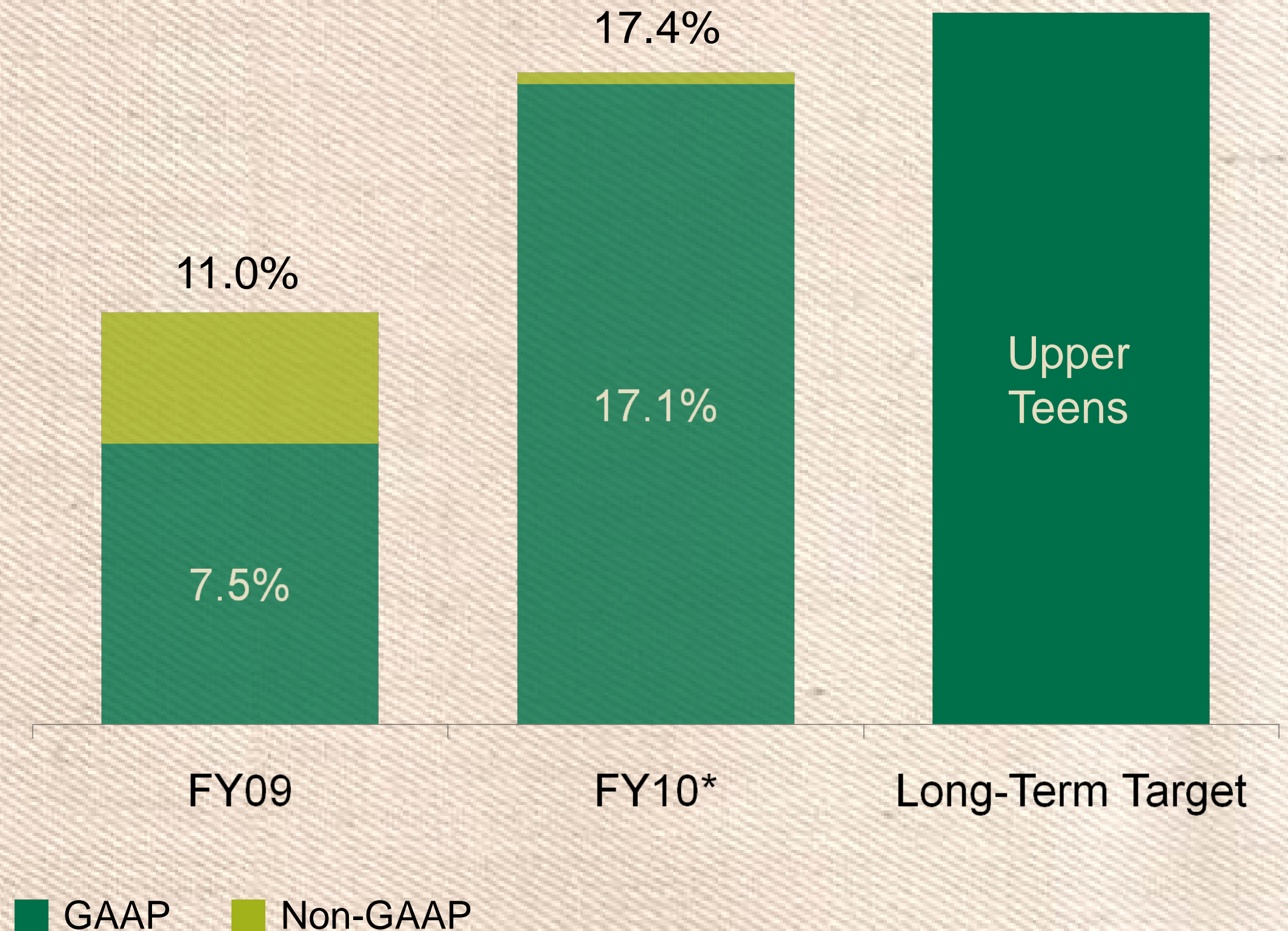


United States

Healthy business with opportunity for optimal growth



Operating Margin – Full Year



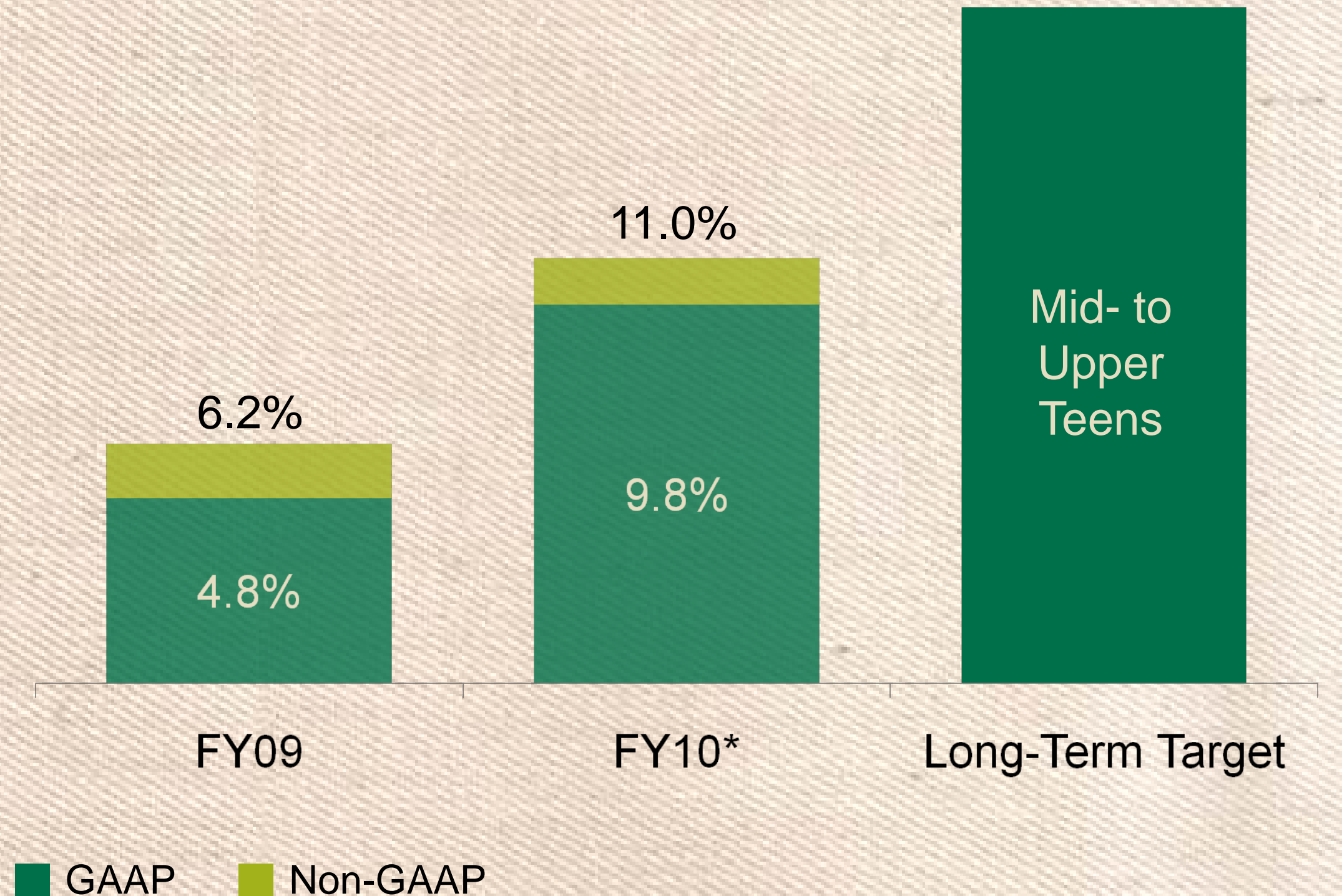
* Fiscal 2010 was a 53-week year Non-GAAP reconciliation available at Starbucks.com

International

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



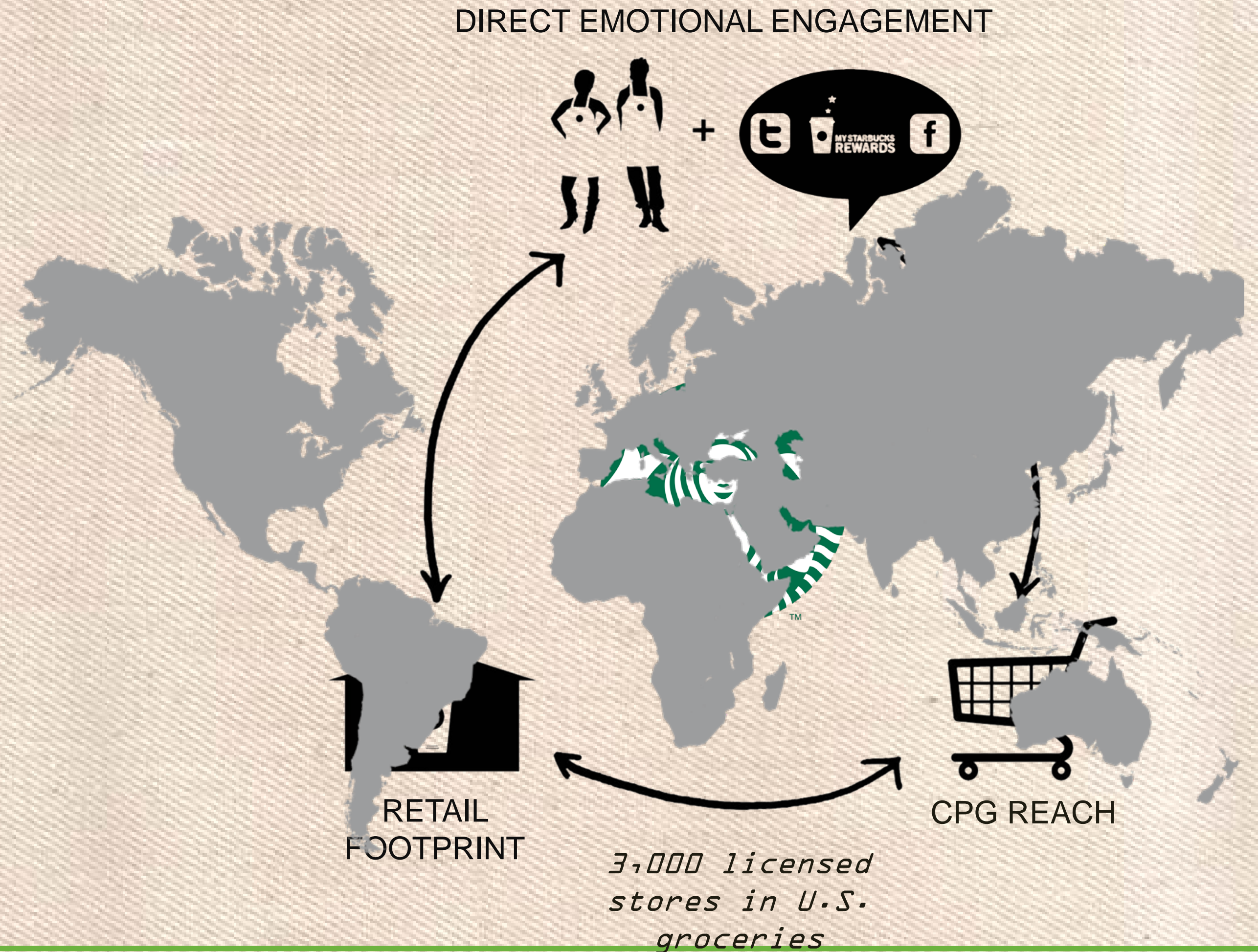
Operating Margin – Full Year



* Fiscal 2010 was a 53-week year Non-GAAP reconciliation available at Starbucks.com

Starbucks Blueprint for Profitable Growth

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





1984 - 1st Starbucks
Coffee Bar





內有雅座

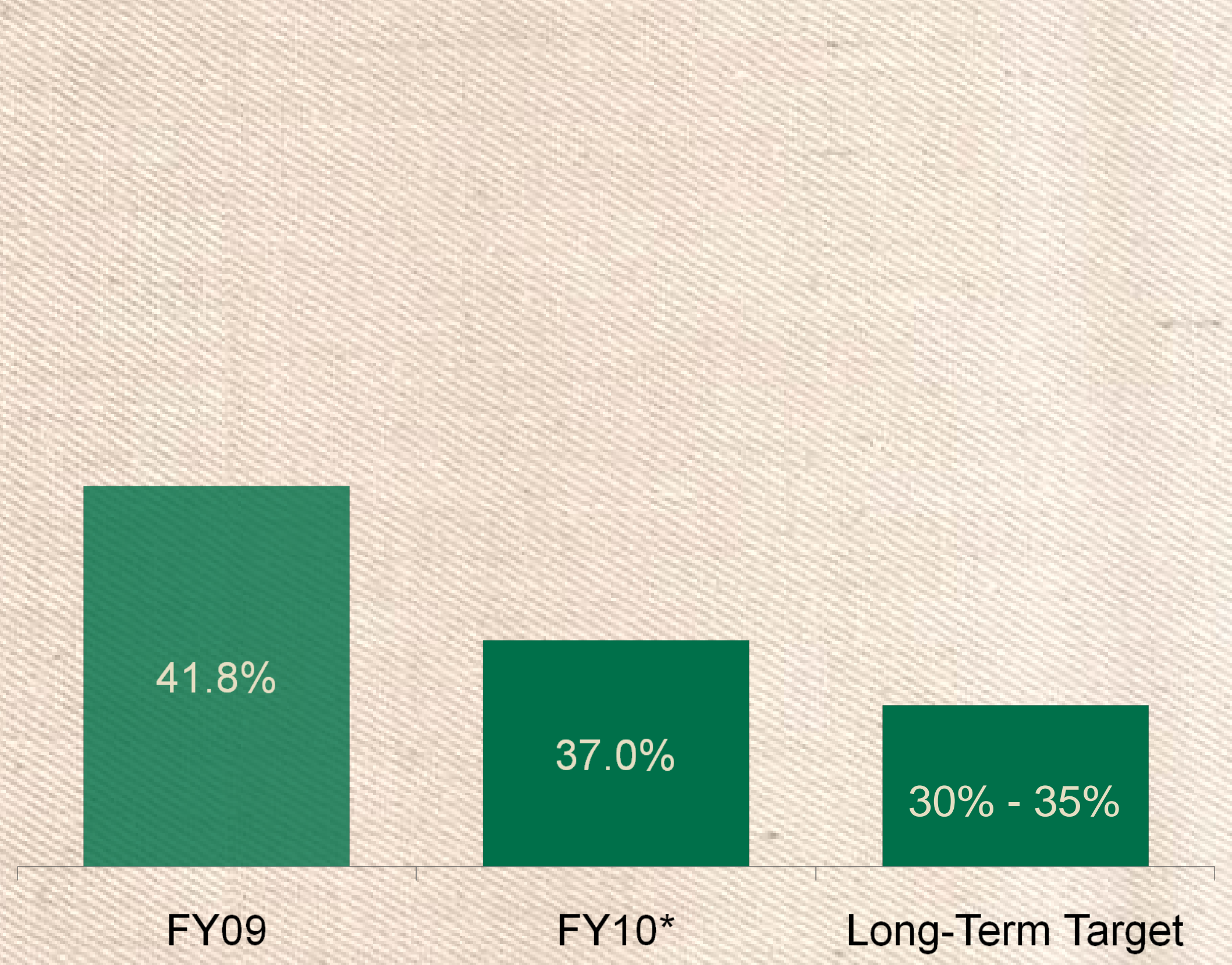


Consumer Products Group

Diverse business that extends our reach



Operating Margin – Full Year



* Fiscal 2010 was a 53-week year

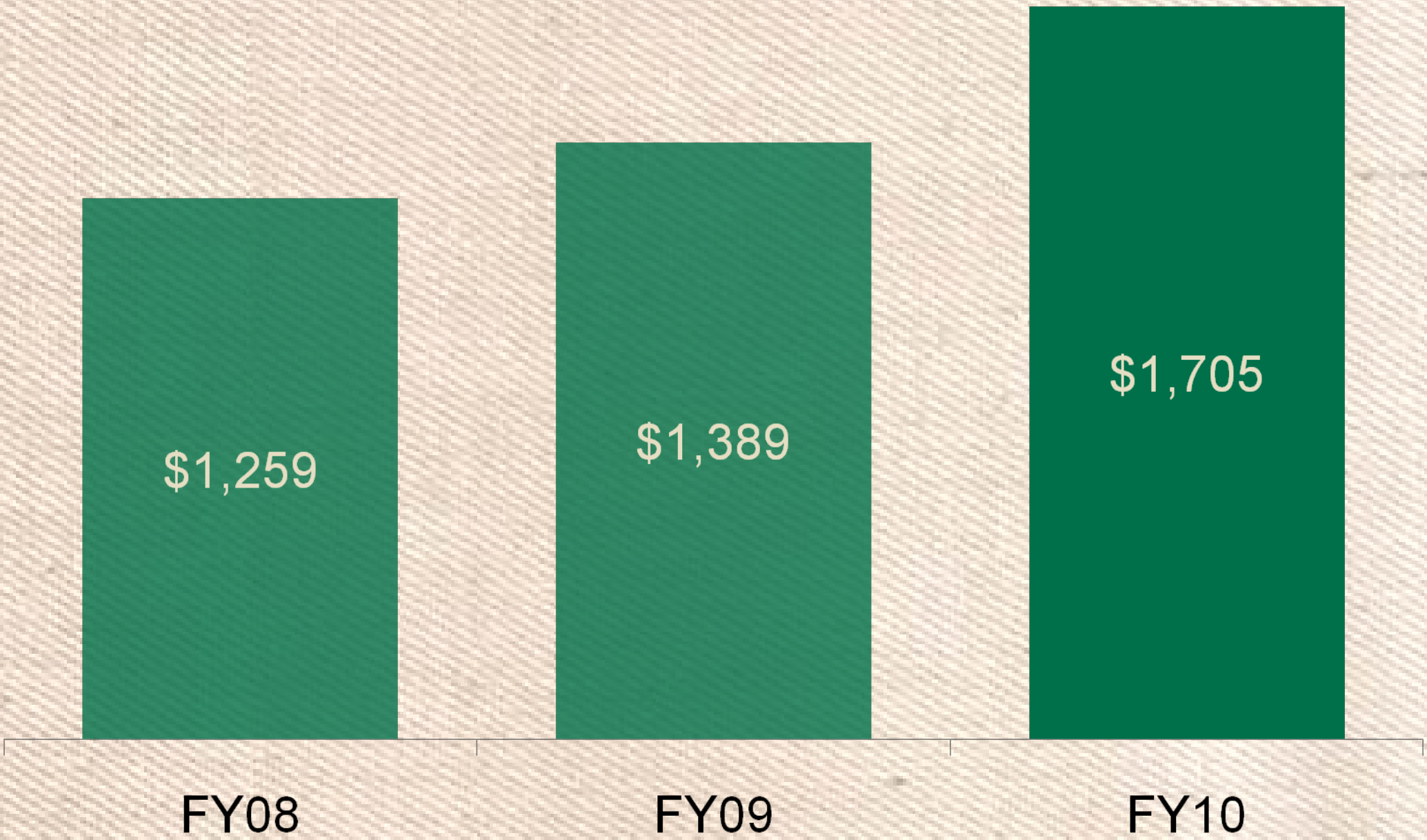
Seattle's Best Coffee



Keurig® Single-Cup Brewer

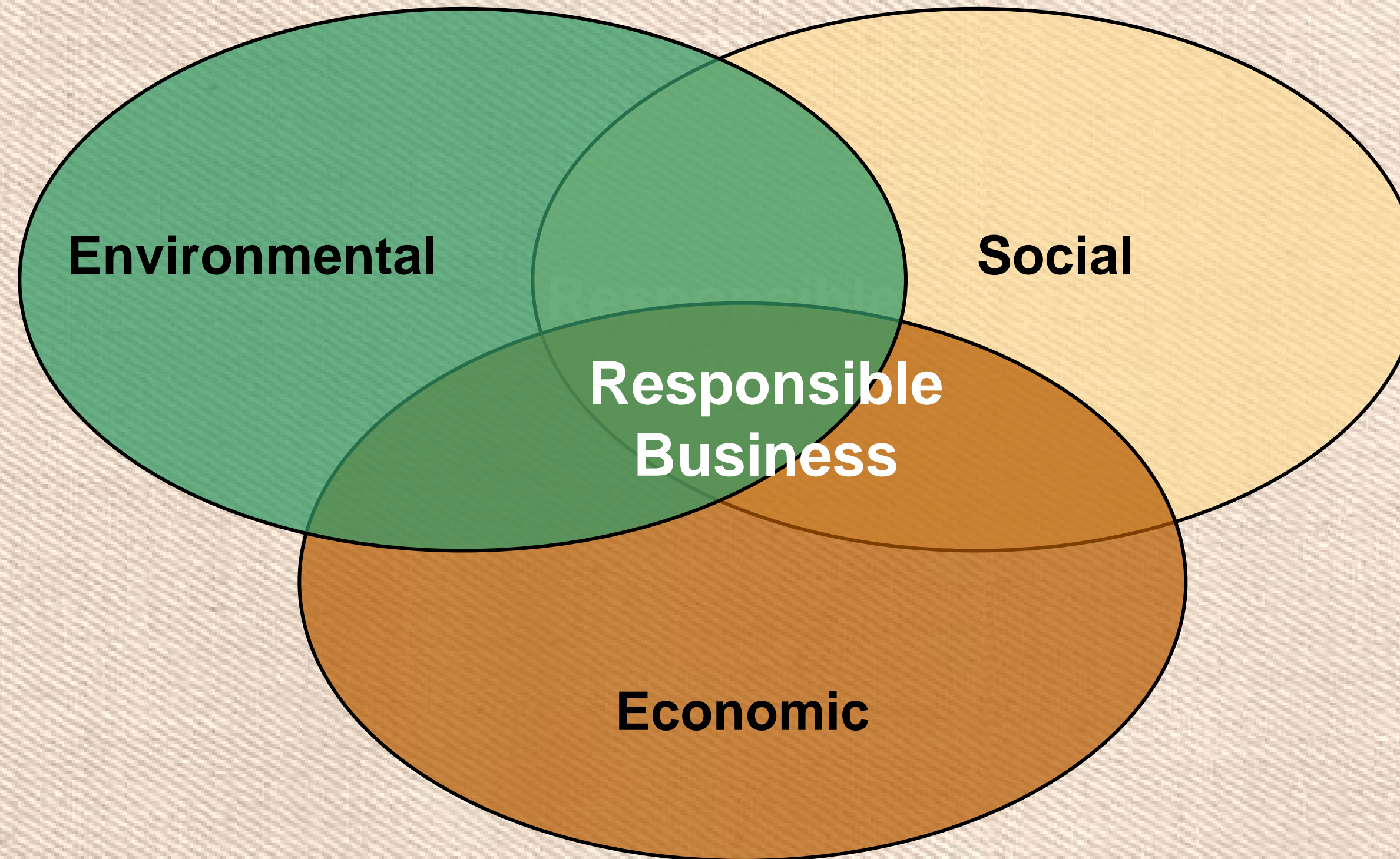


Strong Cash Flow to Fund Future Growth





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**



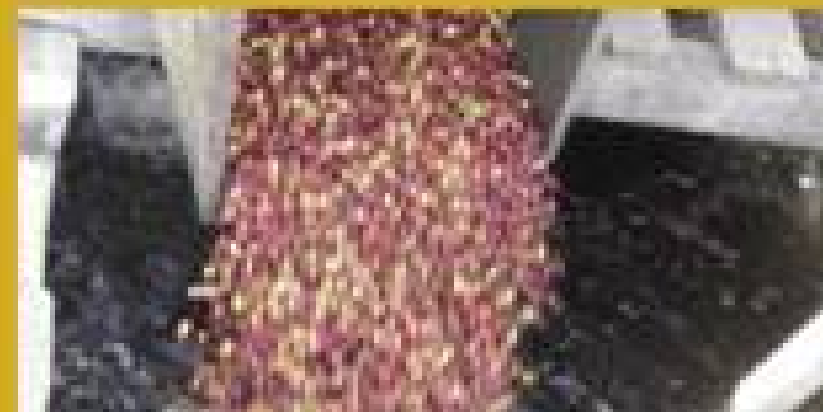
FARMERS/PRODUCERS



COOPERATIVES



WET MILL PROCESSORS



DRY MILL PROCESSORS

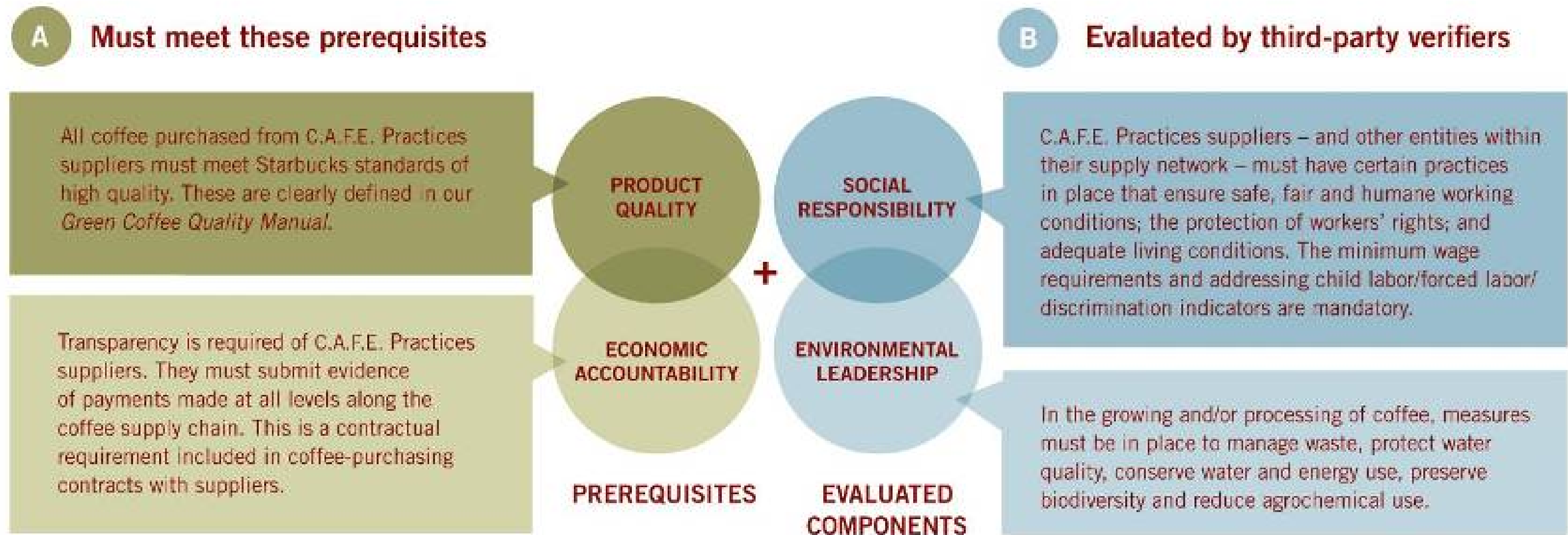


EXPORTERS



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

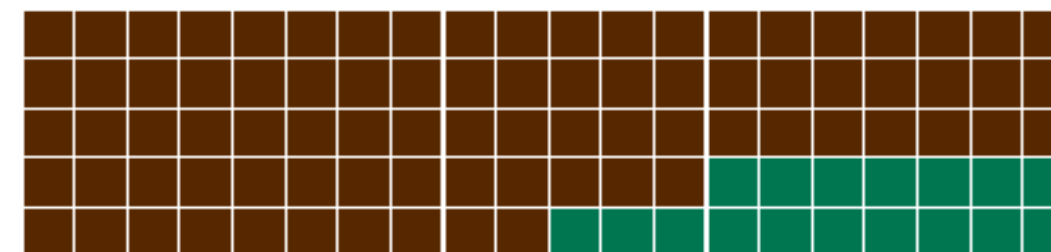
Components of C.A.F.E. Practices



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



616,066
Total Number of Hectares*
Verified through C.A.F.E. Practices

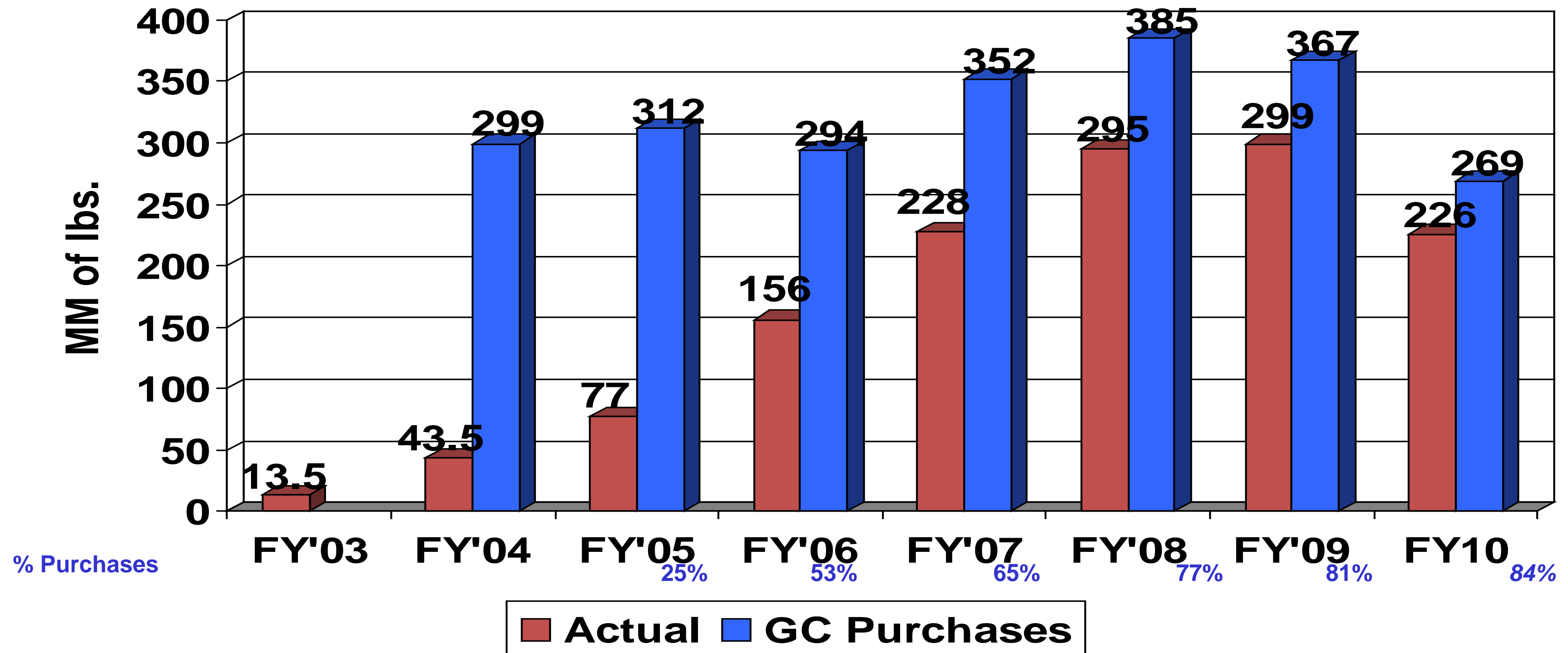


513,785
Coffee Hectares

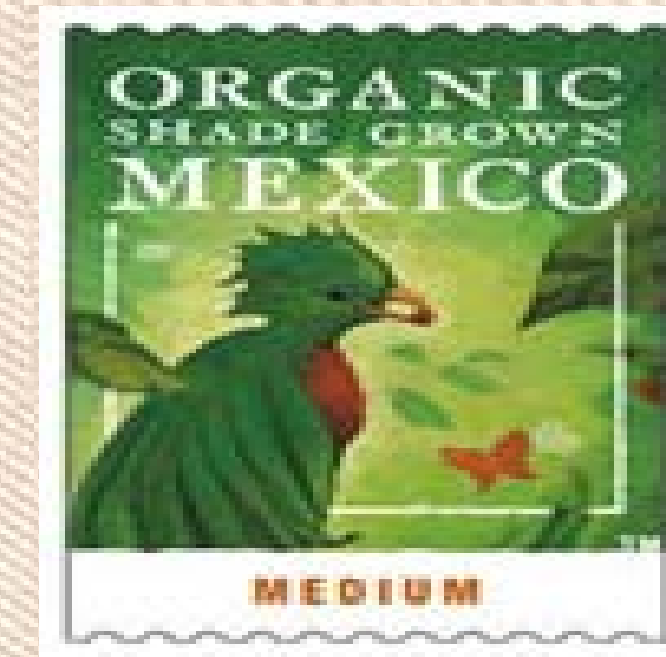
102,281
Conservation Hectares

*1 hectare = 2.5 acres

PSP/ C.A.F.E Practices Purchases



Certified and Conservation Coffees



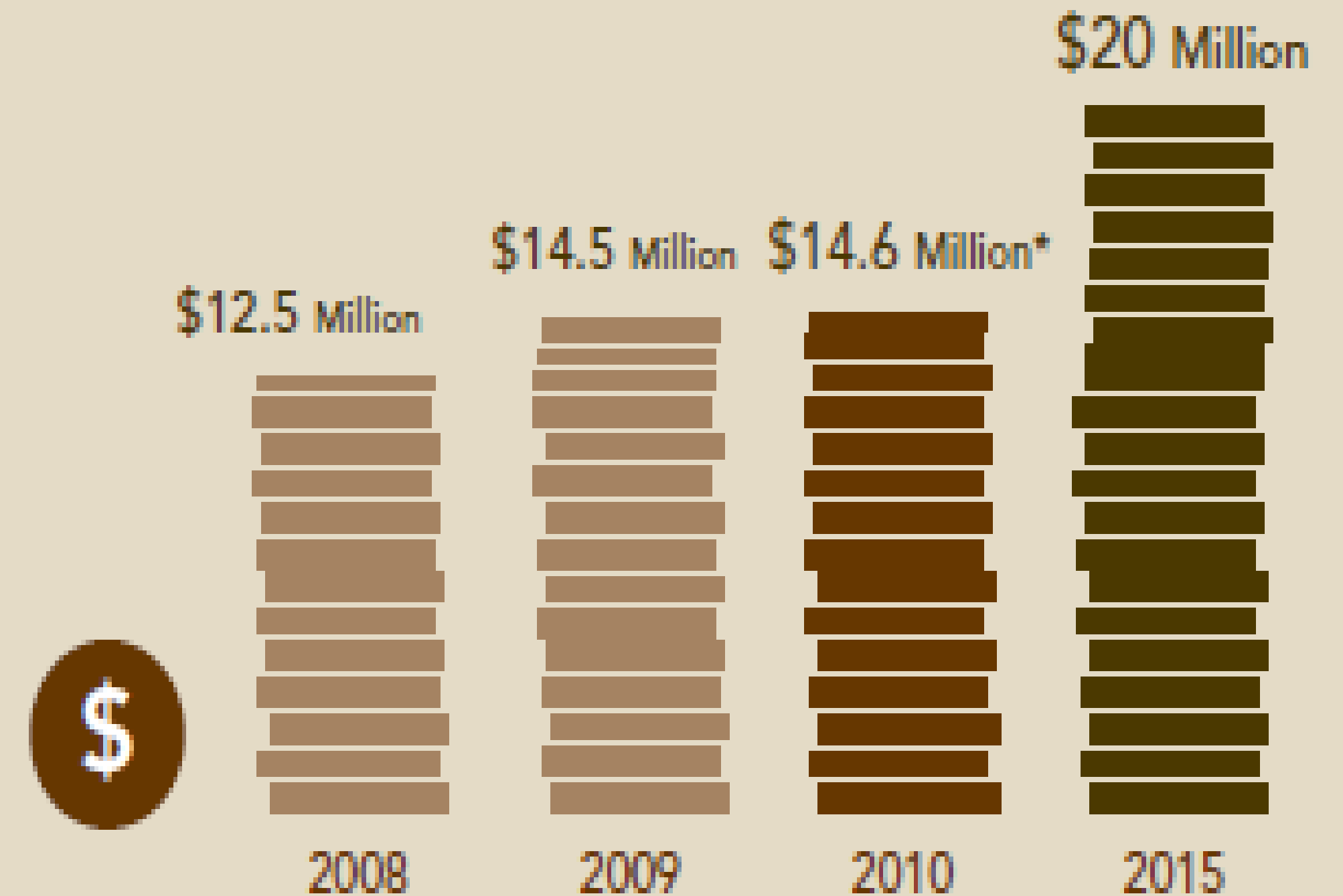
Starbucks is one of the largest buyer of Fair Trade (Fairtrade) Certified™ coffee in the world

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 [software \(SISAF\)](#)
 - Evaluate coffee processing methods seeking to reduce contamination while focusing on quality
-

Education – Starbucks Partners



