

Starbucks Coffee Company to Acquire the Coffee Equipment Company and Its Clover(R) Brewing System

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Company Offers Customers Personalized In-store Customer Experience with Individual Brewed-to-Order Specialty Coffee Capability

Starbucks Coffee Company (NASDAQ:SBUX) today announced that it has entered into an agreement to acquire The Coffee Equipment Company and its proprietary Clover(R) brewing system. The Coffee Equipment Company is a privately held coffee equipment developer and manufacturer based in Seattle, Wash. Terms of the transaction were not disclosed.

The Coffee Equipment Company is best known for developing the revolutionary Clover(R) system, one of the most significant innovations in coffee brewing since the espresso machine. The Clover(R)'s specialized brewing process allows a barista to quickly deliver one freshly brewed cup of coffee at a time. This technique, which blends the best of the vacuum pot and coffee press methods, further develops and unlocks the unique flavor nuances of specialty coffees.

'Strategically, this acquisition will demonstrate our commitment to provide Starbucks customers with individual brewed cups of the rarest and most exotic Starbucks coffee using the Clover brewing system,' said Howard Schultz, chairman, president and chief executive officer. 'In my over 25 years at Starbucks, the Clover machine unquestionably delivers the best cup of brewed coffee I have ever tasted and we want to share this experience with our customers.'

'Coffee is as complex, rich and distinctive as fine wines," said Zander Nosler, co-founder of The Coffee Equipment Company. 'The Clover brings out amazing and distinctive coffee flavors -- like the earthy, woody flavors of an Aged Sumatra or the bright citrus tones of an Ethiopia Yergacheffe -- with the depth of the coffee press and a clarity that was formerly only found at the professional coffee grader's cupping table. It puts the coffee front and center.

'We are thrilled to be a part of Starbucks Coffee Company, given its brewed coffee heritage and passion for specialty coffees,' Nosler said. 'Personally, I'm delighted to unite our innovative technology with Starbucks' amazing influence from origin to consumer. Starbucks is uniquely positioned to change the way the world thinks about brewed coffee.'

'The Clover brings drama and theater to the brewing process and enables our baristas to have emotionally rich conversations with our customers,' added Schultz.

Starbucks expects to accelerate the roll out of the Clover(R) machines to select domestic and international markets. Currently, they are in use in some Seattle and Boston area stores.

The Coffee Equipment Company was founded in 2004 by Zander Nosler and Randy Hulett. In 2007, the Company was the recipient of both the Specialty Coffee Association of Europe (SCAE) 'Coffee Excellence' and Specialty Coffee Association of America (SCAA) 'Best New Product' Awards.

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