

## Starbucks Introduces Customers to Exquisite Flavors of a New Coffee Collection

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Clover(R) Crafted Small Batch Coffees debut in three select U.S. cities, offering customers the chance to savor rare and unique coffees brewed to perfection

Coffee lovers, Starbucks (Nasdaq:SBUX) will ignite your passion for coffee and flavor with the arrival of Clover(R) Crafted Small Batch Coffees. Starbucks today unveiled a new in-store coffee experience in 10 Seattle locations that will soon expand to include Boston and San Francisco markets in the coming months. The Clover(R) brewing system is one of the most significant innovations in coffee brewing since the introduction of the espresso machine. This experience brings together Clover's(R) revolutionary brewing method with Starbucks ability to source small batch coffees from all over the world and is a key initiative in transforming the company.

'After acquiring the Coffee Equipment Company in April 2008, we asked a small team of coffee buyers to find unique, small lot coffees whose flavors are best highlighted using the Clover(R) brewing system,' said Scott McMartin, director, Coffee and Tea Education. 'Drawing on our many years of experience and our deep relationships, we had access to some remarkable coffees. What we came up with is just the beginning of what is to come.'

Through these small lot coffees, customers will be able to truly detect how geography influences flavor. Using the Clover(R) each cup of coffee is ground and brewed to order, maximizing the various layers and flavor nuances. Though the menu will rotate monthly, this September customers can experience:

- Distinctive citrus juiciness of Costa Rica Agrivid
- Herbal overtones of El Salvador Pacamara
- Subtle cherry and currant notes of Tanzania Blackburn Estate and
- A soft finish of Zambia Kasama

'We committed to our customers that we would reinvent coffee and once they taste coffee brewed from the Clover(R) we know they will want to come back for more,' said Aimee Johnson, vice president, Starbucks Strategic Coffee Initiatives. 'We hope everyone will be inspired to learn about where these coffees come from and the rich story behind each selection. Tasting flavors from rare and exquisite high-quality coffees is an experience that will continue to make Starbucks a destination in the neighborhood for coffee lovers.'

The Clover(R) Crafted Small Batch Coffee menu rotates monthly and is only offered at Starbucks locations equipped with a Clover(R). These coffees will be available hot or iced in Tall (12 oz) and Grande (16 oz) sizes. Hand-scooped, whole beans are also available for customers to purchase to enjoy at home in a coffee press. Because the Starbucks(R) Small Batch Coffees have limited availability they will only be in-store while supplies last.

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