

Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. It was founded in 1971 and is currently the world's largest coffeehouse chain.



In addition to drinks and food, many stores carry Starbucks' official merchandise, such as mugs, tumblers, scoops, and coffee presses. There are also several select "Starbucks Evenings" locations that offer beer, wine, and appetizers. Starbucks-brand coffee, ice cream, and bottled cold coffee drinks are sold at grocery stores in the United States and other countries.

In 2010, the company began its Starbucks Reserve program for single-origin coffees and high-end coffee shops. It planned to open 1,000 Reserve coffee shops by the end of 2017. However, since succeeding Schultz, Johnson has scaled back the Reserve coffee shops to only six to ten shops. Further development on Reserve coffee shops will be dependent on the success of the few already in existence. Currently, Starbucks operates six coffee roasteries with tasting rooms and 43 coffee bars as part of the program.

Starbucks strategic plan is to:

- Elevate the brand through running better stores, growing the portfolio with more purpose-defined stores and accelerated renovations, and driving further product innovation.
- Strengthen and scale digital by doubling its 75 million global Starbucks Rewards members within five years and expanding digital and technology collaborations to elevate the partner and customer experience.
- Become more global by accelerating store expansion to 55,000 globally by 2030.
- Unlock efficiency to generate \$3 billion in savings over three years – with \$2 billion outside the store – to deliver returns to shareholders through margin expansion and earnings growth.
- Reinvigorate the partner culture through the rollout of the mission, promises and values and through continued investments in the partner value proposition across the partner experience.