



## **Starbucks Reaffirms Indonesia Growth Commitments**

*Plans to add 100 new stores in its key emerging Southeast Asian market over the next 3 years*

**Jakarta, April 2, 2013** – **Howard Schultz**, chairman and chief executive officer, Starbucks Coffee Company, visits Indonesia April 2 and 3, 2013, reaffirming the importance of the Indonesian market to Starbucks globally. During his trip, Mr. Schultz will be meeting with Starbucks partners (employees) and visit several Starbucks Coffee stores in Jakarta. Having opened its first store in Indonesia 11 years ago, Starbucks has forged a deep emotional connection with the local community and customers in Jakarta and across 12 Indonesian cities.

“With a population of more than 240 million people, an emerging middle class that is driving strong domestic consumption and a robust and resilient economy, Indonesia presents a unique untapped potential for Starbucks in the Asia Pacific region. Indonesia has been identified as one of Starbucks key emerging markets and we will continue to invest in Indonesia to support our disciplined market expansion plans. We are committed to supporting the coffee farmers of Indonesia and the local neighborhoods we serve, while investing in the growth and development of our people,” said Howard Schultz, chairman and ceo, Starbucks Coffee Company.

Backed by the 42-year coffee heritage and expertise, Starbucks continues to build the brand across Indonesia. Starbucks coffee leadership in Indonesia is defined by the ability to consistently deliver the highest quality Starbucks handcrafted beverages to customers and a Starbucks Experience that exceeds customer expectations. Today, Starbucks continues to source a significant amount of arabica coffee from Indonesia and the Starbucks® Sumatra Dark Roast Coffee is the number 1 selling single-origin coffee across our 62 markets globally.

Currently, Starbucks operates 147 stores across Jakarta, Bandung, Yogyakarta, Semarang, Solo, Surabaya, Bali, Balikpapan, Makassar, Batam, Medan and Palembang.

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**About Starbucks® Coffee Company** Since 1971, Starbucks® Coffee Company has been committed to ethically sourcing and roasting the highest-quality *arabica* coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks® Experience* to life for every customer through every cup. To share in the experience, please visit us in our stores or online at [www.starbucks.com](http://www.starbucks.com).



#### **About PT Sari Coffee Indonesia**

PT Sari Coffee Indonesia is made possible through the relationship between Starbucks® Coffee International and PT Mitra Adiperkasa, one of the most renowned department store and branded goods companies in the country. It is also the sole company exclusively licensed to set up and operate Starbucks® in Indonesia. As of 3 April 2013, Starbucks® has 147 stores in operations throughout Indonesia.

#### **About PT Mitra Adiperkasa Tbk**

As per February 2013, MAP operates 1,411 retail outlets in 52 cities of Indonesia. Major retail concepts under the group include:

- Department Stores: Sogo, Debenhams, and Seibu
- Fashion & Lifestyle: Zara, Marks & Spencer, Topman, Topshop, Next, Kipling, Lacoste, Nautica, Massimo Dutti, Pull&Bear, Dorothy Perkins, Miss Selfridge, Nine West, Stradivarius, Bershka, Samsonite, Linea, Steve Madden, Swatch, Loewe, BCBGMaxazria, MaxMara, Max&Co, Travelogue, Tumi, Sole Effect, Warehouse, H.E. by Mango, New Look, Staccato, Diva, DKNY, Crabtree & Evelyn, Desigual, Brook Brothers, Penshoppe and Suite Blanco
- Sports: Converse, Golf House, Payless ShoeSource, Planet Sports, Reebok, Rockport, Skechers, Sports Station, The Athlete's Foot and The Sports Warehouse.
- Food & Beverage: Starbucks, Burger King, Domino's Pizza, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, and Chatterbox.
- Kids: Kidz Station, Oshkosh B'Gosh and Barbie Boutique,
- Others: Kinokuniya and Alun Alun.

Apart from retailing, the group is also the leading distributor of over 90 international brands including Airwalk, Batman, Converse, Diadora, Lotto, Reebok, Speedo, Superman, Thomas & Friends, and many more. For more information about MAP please visit [www.map-indonesia.com](http://www.map-indonesia.com)

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