



Indonesia

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Starbucks® Coffee Indonesia

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Starbucks® Indonesia Opens Two Stores in Palembang
Bringing the Starbucks® Experience to the 12th city in Indonesia

PALEMBANG, INDONESIA, 4 January 2013 — Starbucks® Coffee Indonesia today officially announced the opening of its two flagship stores in Palembang. Starting the new year by entering its 12th city in Indonesia, the flagship stores are located at the Ground Floor of Palembang Indah Mall and at the Domestic Departure Hall of Sultan Mahmud Badaruddin II International Airport.

“Today we are excited to open two new stores in Palembang, the 140th and 141th store in Indonesia. As the 12th city for Starbucks®, we see Palembang as an important and growing region in Sumatra with great enthusiasm from the people to try new experiences. Whether you are looking for a cup of coffee to start your day or simply a delightful beverage to enjoy with family and friends, we are here in Palembang to offer you the warm Starbucks® Experience”, said Anthony Cottan, managing director, Starbucks® Indonesia.

Brewing from 10 a.m. to 10 p.m. daily, Starbucks® Palembang Indah Mall offers the complete Starbucks® Experience of genuine service, comforting atmosphere and a great cup of coffee. Customers who are looking for an afternoon break with their friends or a meeting point with colleagues can stop by at the store for a selection of coffee and non-coffee beverages. Decorated with *kain Songket*, this uniquely designed store is a great place to meet, catch-up and reconnect.

As the second store in Palembang, Starbucks® Sultan Mahmud Badaruddin II International Airport will also be offering the unique Starbucks® Experience starting from 5 a.m. – 9 p.m daily. Customers catching a domestic flight to or from Palembang can now take a quick break and enjoy a line-up of Starbucks® menu including a selection of espresso beverages and the ice blended Frappuccino® drinks.

Anthony added, “Here at Starbucks® we are passionate about serving the highest quality coffee to all of our customers. And for those of you who are looking for non-coffee alternatives, Starbucks® offers other great options such as Green Tea Latte, Green Tea Frappuccino®, and many more..”

Among the all-time favorite Starbucks® drinks is the Frappuccino® blended beverage, which is the original, icy-cold indulgence that customers love best. Some of the best flavors are Caramel Frappuccino®, Mocha Frappuccino® and Green Tea Frappuccino®. Additionally, Starbucks® also offers a range of espresso beverages such as Cappuccino, Café Latte, Caramel Macchiato, Café Mocha and others.

As a celebration of the stores opening in Palembang, Starbucks® is introducing the special Palembang city mug that features both the Gending Sriwijaya dance and Jembatan Ampera as background. Customers can purchase the city mug at the two Palembang stores.



Starbucks Palembang city mug's design featuring Gending Sriwijaya and Jembatan Ampera.

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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.

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 31 December 2012, Starbucks® has 141 stores in operations throughout Indonesia.

About PT Mitra Adiperkasa TBK

As of July 2012, MAP has operated 1,164 retail outlets in 39 major cities throughout Indonesia. The major retail concepts under the group include:

- **Department Stores:** Sogo, Debenhams, dan 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, Hoss Intropia, Staccato, Diva, DKNY dan Crabtree & Evelyn.
- **Sports:** Converse, Golf House, Payless ShoeSource, Planet Sports, Reebok, Rockport, Skechers, Sports Station, The Athlete's Foot dan The Sports Warehouse.
- **Food & Beverage:** Starbucks, Burger King, Domino's Pizza, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, dan Chatterbox.
- **Kids:** Kidz Station, Oshkosh B'Gosh dan Barbie Boutique.
- **Others:** Kinokuniya dan Alun Alun.

Apart from its retail business, the group is also the leading distributor for over 90 international brands including Reebok, Speedo, Converse, Diadora, Lotto, Airwalk, Superman, Batman, OshKosh B'Gosh and Thomas & Friends. More information about MAP can be found at www.map-indonesia.com

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