



PRESS RELEASE

Starbucks® Coffee Indonesia

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**Starbucks® Receives TripAdvisor Certificate of Excellence 2012**  
*Recognizes internationally for providing the true in-store customer experience for travelers*

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**Jakarta – Indonesia, 15 October 2012:** Starbucks® Indonesia today announced that it has received a TripAdvisor® Certificate of Excellence award for the year 2012. With a rating of 4.0 out of 5.0, Starbucks Indonesia, is recognized for providing genuine, friendly and true in-store customer experience for travelers.

*"We are proud to receive a recognition that positions Starbucks® Indonesia among the very best", said Anthony Cottan, Managing Director, Starbucks® Indonesia. "It has always been part of our commitment to provide the true Starbucks® experience in all of our stores throughout Indonesia. This award is an evident of all the efforts made by our store partners in delivering excellent customer service and the accolade goes to each one of them."*

Starbucks® Indonesia's success in securing top rating from TripAdvisor travelers are largely attributed to its quality customer service. With the mission of creating a third place, that place between work and home, for customers to reconnect with themselves and others.

Anthony added, *"We are always passionate about what we do and it is not just about selling coffee, but also creating connections with all of our customers here in Indonesia. Our store partners throughout the country are here to bring the unique Starbucks® experience through every cup."*

Certificate of Excellence is rewarded to businesses around the world that consistently achieve outstanding traveler reviews on TripAdvisor, the world's largest international travel community and site. In addition to the certificate, Starbucks® Indonesia was also recently nominated as one of the top 10 brands in Indonesia by The Nielsen Company and Campaign Asia-Pacific's *Asia's Top 1000 Brands 2012* report.

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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 August 2012, Starbucks® has 132 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](http://www.map-indonesia.com)

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