



PRESS RELEASE

Starbucks® Coffee Indonesia

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Starbucks® Ranks as Top 10 Brand in Indonesia
The No.1 Top of Mind F&B Brand in Indonesia According to Asia's Top 1000 Brands

Jakarta – Indonesia, 27 September 2012: Starbucks® Indonesia today announced that it has been nominated as one of the top 10 brands in Indonesia by The Nielsen Company and Campaign Asia-Pacific's *Asia's Top 1000 Brands* report. Ranked as the number 10 brand in Indonesia for 2012, Starbucks® was the only F&B brand in the list, making it the most recognized F&B brand in the country.

"Today, we are very excited to reach another important milestone as the top F&B brand for Indonesians," said Anthony Cottan, Managing Director, Starbucks® Indonesia. "We recognize that it is our store baristas, partners, shareholders, and most importantly, our customers that make us the top of mind brand when it comes to premium coffee experience. We could only thank them and this award does not only belong to Starbucks®, but for all of us and for you."

Starbucks® Indonesia success in securing the top spot was largely attributed to its marketing and product innovation. In 2012, Starbucks® Indonesia successfully launched selection of Frappuccino blended beverage®, such as Mocha cookie crumble, Red bean green tea cream, and Hojicha tea jelly Frappuccino® blended beverage. In September, Starbucks® Indonesia brings a new twist on Espresso beverage by launching sea salt caramel mocha, the first of its kind in this market. Moreover, leading coffee innovation and expertise in Indonesia, Starbucks® brings VIA® as the first micro ground coffee in sachets that customers can easily brew with just hot water.

The brand was also noted for its achievement in adapting their marketing strategy to the changing communication landscape, which can be seen through its strong digital stand and consumer top of mind. Active social media sites engagement and online customer satisfaction survey are two examples of how the brand executes actively on digital platform.

The *Asia's Top 1000 Brands* report is the most extensive of its kind in the region. The survey was conducted by The Nielsen Company and Campaign Asia-Pacific in 12 Asia-Pacific countries.

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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 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

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