

PRESS RELEASE

Starbucks Coffee Company and Tata Coffee Limited Inaugurate Roasting and Packaging Plant in Kushalnagar, Karnataka

Key partnership milestone reached as the new plant integrates with Starbucks global roasting network

Plant procures, roasts and packages green coffee, including the hallmark Indian Espresso Roast

Kushalnagar, Karnataka; February 8, 2013: In a key partnership milestone between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Coffee Limited, the two companies today inaugurated a roasting and packaging plant in Kushalnagar in Coorg, Karnataka. This world-class facility enables roasting and packaging of green coffee beans for Starbucks stores in India and over time in select markets around the globe.

"The inauguration of the roasting plant in India represents a significant milestone for Starbucks and Tata Coffee. Through our partnership we will leverage the deep coffee heritage and expertise of both companies to procure, roast and distribute the finest quality *arabica* coffees, elevating the story of India coffee to our customers," said **John Culver, president, Starbucks Coffee China and Asia Pacific**. "This deepens our sourcing relationship with India's coffee farmers and further demonstrates our long-term commitment to sourcing high quality *arabica* coffee. Great coffee starts with finding the finest beans and roasting them to perfection. Together with Tata we are delivering a great tasting, high quality, and locally sourced espresso to our customers throughout India."

Commenting on the inauguration, **Hameed Huq, Managing Director, Tata Coffee** said, "We are delighted to partner with Starbucks and operationalize this important roasting facility. The plant leverages our combined strengths and passion for sharing the finest quality coffees with customers. This momentous occasion signifies a milestone development in our relationship with Starbucks as we roast and package our locally sourced Espresso Roast and prepare to export roasted and packaged coffees to select markets."

This facility, spread across 8,258 sq. ft. with an installed capacity of 375MT, has been readied for commercial run. In addition to the state-of-the-art roaster, the plant also has a PLC-operated green coffee handling system for effective control of recipe, and automatic filling and automatic sealing line boosted with high precision testing equipment to comply with the quality standards of the companies. The operations are well-supported by an efficient utilities section and sophisticated equipment, and boasts of the best-in-class safety systems. The plant has three major sections – a Green Coffee Storage and Handling section, a Roasting section, and a Packing and Dispatch section. These three sections combined produce the finest quality coffee beans; consistent with the high quality Starbucks and Tata are known for around the globe.

Starbucks and Tata Coffee are committed to developing and improving the profile of Indian-grown *arabica* coffees around the world by elevating the stature of Indian coffee, as well as improving the quality of coffee through sustainable practices. As a first step toward this, the companies have developed the Indian Espresso Roast, which is a hallmark feature of Starbucks stores in India and highlights the quality of locally sourced coffee.

Starbucks and Tata share a commitment to community. To this end, Starbucks and Tata Global Beverages will work with Tata Coffee to invest in coffee growing communities with a specific focus on

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agronomy, sustainable farming practices and a partnership to extend the Swastha Project's Community Based Rehabilitation Programme to cover differently-abled children in Kodagu, Karnataka. Working together the companies will focus on initiatives including but not limited to, the promotion of responsible agronomy practices and the provision of training local farmers, technicians and agronomists to improve their coffee-growing and milling skills, along with exploring social projects, which could positively impact the communities in the coffee growing regions where they do business.

About Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality *arabica* coffee in the world. Today, with more than 18,000 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 Tata Coffee

Tata Coffee is a subsidiary of Tata Global Beverages. It is Asia's largest coffee plantation company and the 3rd largest exporter of instant coffee in the country. The Company produces more than 10,000 MT of shade grown Arabica and Robusta coffees at its 19 estates in South India and its two Instant Coffee manufacturing facilities have a combined installed capacity of 6000 metric tonnes. It exports green coffee to countries in Europe, Asia, Middle East and North America. Tata Coffee's farms are triple certified: Utz, Rainforest Alliance and SA8000 reinforcing its commitment to the people and the environment.

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