

Starbucks Anticipates Busiest Day of the Year for Starbucks Card Purchases Tuesday, December 17, 2013 01:00:00 PM (GMT)

Last year, more than 2 million Starbucks Cards were sold on a single day, representing nearly 1,500 Starbucks Cards per minute

With many schools and businesses preparing to break for the winter holidays this week, Starbucks (NASDAQ:SBUX) anticipates record purchases and activations of Starbucks Cards on Thursday, December 19. Last year, more than 2 million Starbucks Cards were purchased in the U.S. and Canada on the Thursday before Christmas – representing nearly 1,500 cards purchased per minute in the U.S. and Canada.



Starbucks Cards and eGifts can be purchased in a variety of designs and imagery. (Photo: Business Wire)

Card launched 12 years ago, \$16 billion has been loaded on 450 million cards in 27 countries worldwide. Of that \$16 billion, \$4 billion was loaded onto Starbucks Cards worldwide in the past year.

“Available to purchase at more than 80,000 places in North America alone, a Starbucks® Card is a convenient, thoughtful and simple way to finish your shopping for everyone on your holiday list – from teachers to neighbors to the closest of friends and family,” said Cliff Burrows, group president Americas, EMEA & Teavana. “Customers can find Starbucks Cards in our retail stores, in their local grocery store, drugstore and even online. Our store partners, e-commerce teams and social gifting channels are ready for strong activity in these final days before Christmas.”

Starbucks offers many ways to give the gift of coffee. Starbucks Cards can be purchased in a variety of designs or holiday imagery. Digital gift cards (eGifts) can be ordered and given through the company's website (www.starbucks.com/shop/card/egift), iOS mobile app or through Facebook and Twitter in the U.S.

Starbucks Cards are the gift that keeps on giving. When customers register a Starbucks Card with the My Starbucks Rewards™ loyalty program, they start earning Stars that can be redeemed for Starbucks® beverages and food. Details can be found at www.starbucks.com/rewards.

About Starbucks Coffee Company

“One in every 10 American adults received a Starbucks Card last holiday season, and we’re on track for another record performance in Starbucks Card sales, as we celebrate our 13th year of offering Starbucks Cards. We are predicting that this Thursday and next Monday, Dec. 23, will be our busiest days for Cards sales,” said Adam Brotman, chief digital officer for Starbucks.

According to the National Retail Federation, eight in ten shoppers will purchase a gift card this holiday season. Since the Starbucks

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 starbucks.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131217005374/en/>

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