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| **Licensed Stores**  Autoshipment Descriptons | **Starbucks Logo** |

**Audience:** District Managers

**Process Owner:** Channel Operations Data Administration ([LSdataAdmin@starbucks.com](mailto:LSdataAdmin@starbucks.com))

and Category Brand Management

**Created Date:** June 26th 2013

**Updated Date: June 17, 2015**

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| **Content:** |

Included in this guide are descriptions and information associated to the various dropdown categories of the following fields as defined by LS Data Administration and Brand Team.

* [Coffee for Brewing:](#_Hlk356812248" \s "1,1961,1981,4094,PG Number,Coffee for Brewing:)
* [Beverage Autoship:](#_Hlk356812277" \s "1,2090,2109,4094,PG Number,Beverage Autoship:)
* [Retail Whole Bean Coffee:](#_Hlk358892742" \s "1,1317,1343,4094,PG Number,Retail Whole Bean Coffee:)
* [Merchandise:](#_Hlk356812403" \s "1,2598,2611,4094,PG Number,Merchandise:)
* [Gift Card Participation:](#_Hlk356812627" \s "1,4028,4053,4094,PG Number,Gift Card Participation:)

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| **Autoshipment Descriptions:** |

Coffee for Brewing:

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| **Coffee for Brewing Autoship DD value** | **Description** |
| Ristretto | 2, 5 lb. bullet units per brew week |
| Short | 3, 5 lb. bullet units per brew week |
| Tall | 4, 5 lb. bullet units per brew week |
| Grande | 5, 5 lb. bullet units per brew week |
| Venti | 6, 5 lb. bullet units per brew week |

Beverage Autoship:

* SELECT Tall (Note: Select ‘Tall’ for all site under new Licensee.)
* Grande
* Venti
* No Bev Autoship
* No BA (PO Required)

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| **Beverage Autoship DD value** | **US Guidelines** | **Canada Guidelines** |
| Tall | AWGS < $6,500 | AWGS < $7,000 |
| Grande | $6,500 < AWGS > $11,000 | $7,000 < AWGS > $11.350 |
| Venti | AWGS > $11,000 | AWGS > $11,350 |

**Beverage Autoship Qty suggestions:**

1. **ENTER** Beverage Autoship Qty of 1 unless:
   * 1. This is the receiving location for multiple locations and therefore quantity would be greater than 1

OR

* + 1. This location’s quantity is being sent to another shipping address and therefore quantity would be 0

Retail Whole Bean Coffee:

* SELECT‘Tall – US or Tall - CN’ for all Licensees (other than Target, Host or Safeway)
* SELECT ‘Target – Mid’ for all new Target Stores
* SELECT ‘US Host’ for all US Host stores
* SELECT ‘US Safeway –Tall’ or ‘US Safeway – Grande’ for all new Safeway US locations

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| **Whole Bean Autoship DD value** | **Description** |
| Ristretto - US | Typically receives 1 case |
| Ristretto - CN | Typically receives 1 case |
| Short – US | Typically receives 1 case |
| Short - CN | Typically receives 1 case |
| Tall – US | Typically receives 1 case |
| Tall - CN | Typically receives 1 case |
| Grande – US | Typically receives 2 cases |
| Grande – CN | Typically receives 2 cases |
| Venti – US | Typically receives 2 cases |
| Venti - CN | Typically receives 2 cases |
| Target - Ultra Low | Typically receives 1 case |
| Target - Low | Typically receives 1 case |
| Target - Mid | Typically receives 1 case |
| Target - High | Typically receives 2 cases |
| Target - Mega High | Typically receives 2 cases |
| US Host | Typically receives 1 case |
| US Safeway - Tall | Typically receives 1 case |
| US Safeway - Grande | Typically receives 2 cases |
| No Whole Bean – US | Does not receive coffee autoship |
| No Whole Bean – CN | Does not receive coffee autoship |
| No WB (PO Required) - US | Does not receive coffee autoship Purchase Order Required |
| No WB (PO Required) – CN | Does not receive coffee autoship Purchase Order Required |

**Retail Whole Bean Qty suggestions:**

1. **ENTER** ‘Whole Bean Coffee Qty’ value. This is the quantity of Whole Bean Coffee selection that would be shipped The quantity should always be 1 unless:
   * 1. If choosing one of the following dropdown values, the quantity entered should be 2 or more:
        + Target – High
        + Target – Mega High
        + US Safeway – Grande
        + Grande – US
        + Grande – CN
        + Venti – US
        + Venti – CN

OR

* + 1. This is the receiving location for multiple locations and therefore quantity would be greater than 1

OR

* + 1. This locations quantity is being sent to another shipping address and therefore quantity would be 0

Merchandise:

* SELECT ‘Tall’ for all Licensees (other than Target/Host)
* SELECT ‘Target – Mid’ for all new Target stores
* SELECT ‘US Host’ for all US Host stores

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| **Merchandise Dropdown Value** | **Description** |
| Ristretto - US | Minimal Assortment/Minimum Quantities |
| Ristretto - CN | Minimal Assortment/Minimum Quantities |
| Short - US | Minimal Assortment/Minimum Quantities |
| Short - CN | Minimal Assortment/Minimum Quantities |
| Tall - US | Full Assortment |
| Tall - CN | Full Assortment |
| Grande - US | Full Assortment/ Additional Quantities |
| Grande - CN | Full Assortment/ Additional Quantities |
| Venti - US | Full Assortment/ Additional Quantities |
| Venti - CN | Full Assortment/ Additional Quantities |
| Target - Ultra Low | Minimal Assortment/ Minimum Quantities |
| Target - Low | Minimal Assortment |
| Target - Mid | Minimum Quantities |
| Target - High | Full Assortment |
| Target - Mega High | Full Assortment/ Additional Quantities |
| US Host | Full Assortment |
| US Safeway - Tall | Full Assortment |
| US Safeway - Grande | Full Assortment/ Additional Quantities |
| No Merch - US | Does not receive merchandise autoship |
| No Merch - CN | Does not receive merchandise autoship |
| No Merch (PO Required) - US | Does not receive merchandise autoship Purchase Order Required |
| No Merch (PO Required) - CN | Does not receive merchandise autoship Purchase Order Required |

**Merchandise Q ty suggestions:**

1. **ENTER** Merchandise Qty numeric value of 1 unless: (Note: This is the quantity of the Merchandise selection that would be shipped).
   * 1. This is the receiving location for multiple locations and therefore quantity would be greater than 1

OR

* + 1. This location’s quantity is being sent to another shipping address and therefore quantity would be 0

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| ***Note: Assortment descriptions and quantities are included in the Promotional Product List, located on the Starbucks Retail Portal > Documents > Program Material > Ordering – LS Only*** |

**Smallwares/Supply Qty:**

1. **ENTER** Smallwares/Supply Qty numeric value of 1, unless: (Note: This is the quantity of Smallwares/Supplies that would be shipped.)
   * 1. This is the receiving location for multiple locations and therefore quantity would be greater than 1

OR

* + 1. This location’s quantity is being sent to another shipping address and therefore quantity would be 0

Gift Card Participation:

* **SELECT**  'No Card Autoshipment' for all Licensees that do not accept autoshipment of Gift Card
* **SELECT** ‘Tall’ for all Licensees (other than Target/Host)
* **SELEC**T ‘Target – Mid’ for all new Target stores
* **SELECT** ‘US Host’ for all US Host stores

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| **Gift Cart Participation DD value** | **Description** |
| No Card Autoshipment | Does not receive gift card autoship |
| Short - US | Minimal Quantities |
| Short - CN | Minimal Quantities |
| Tall – US | Full Quantities |
| Tall - CN | Full Quantities |
| Grande - US | Full / Additional Quantities |
| Grande - CN | Full / Additional Quantities |
| Venti – US | Full Additional Quantities |
| Venti - CN | Full / Additional Quantities |
| Target – Ultra Low | Minimum Quantities |
| Target – Low | Minimal Quantities |
| Target – Mid | Minimum Quantities |
| Target – High | Full Quantities |
| Target – Mega High | Full / Additional Quantities |
| US Host |  |
| US Safeway – Tall |  |
| US Safeway - Grande |  |

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| ***Note:***   * ***'Gift Card Participation' value should be the same selection as the Merchandise selection unless location does not participate/receive Gift Card autoshipments.*** * ***Assortment descriptions and quantities are included in the Promotional Product List Located on the Starbucks Retail Portal > Documents > Program Material > Ordering – LS Only*** |

**Gift Card Qty suggestions:**

1. **ENTER** ‘Gift Card Qty’ numeric value of 1 unless: (Note: This is the quantity of Gift Card Autoshipments that would be shipped.)
   * 1. This is the receiving location for multiple locations and therefore quantity would be greater than 1

OR

* + 1. This location’s quantity is being sent to another shipping address and therefore quantity would be 0

1. **CLICK** the  **‘NEXT’** button to proceed to the fourth page of the script, titled Auto-shipments

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| ***Note:***  ***The Autoshipment fields become read-only once you click 'Finish' on the final page of the script***  ***To request changes to any of read-only Autoshipment fields, submit a Customer Care Event to the \*Autoshipment Queue with an event type of 'Autoshipment Change' and 'Subtype 1', include RD approval on the 'Notes' tab and a business case explanation of why the change needs to be made***  ***All changes in Aim to adjust assortment size for both Whole Bean Coffee, Beverage, Merchandise, Smallwares/Supply and Gift Cards will be processed 6-weeks prior to each promotion*** |