

Materials for Teaching

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Our Heritage

Every day, we go to work hoping to do two things: share great coffee with our friends and help make the world a little better. It was true when the first Starbucks opened in 1971, and it's just as true today.

Back then, the company was a single store in Seattle's historic Pike Place Market. From just a narrow storefront, Starbucks offered some of the world's finest fresh-roasted whole bean coffees. The name, inspired by Moby Dick, evoked the romance of the high seas and the seafaring tradition of the early coffee traders.

Howard Schultz first walked into a Starbucks store in 1981. From drinking his first cup of Sumatra coffee, Howard became drawn to Starbucks and he joined them a year later.

In 1983, Howard traveled to Italy and became captivated by Italian coffee bars and the romance of the coffee experience there. He had a vision to bring

the Italian coffee house tradition back to the United States. It has since become our vision: a place for conversation and a sense of community, a third place between work and home. Howard left Starbucks for a short period of time to start his own coffee houses and returned in August 1987 to purchase Starbucks with the help of local investors.

From the beginning, Starbucks set out to be a different kind of company, one that not only celebrated coffee and its rich tradition, but also brought a feeling of connection.

It's just a moment in time—just one hand reaching over the counter to present a cup to another outstretched hand. But it's a connection. We make sure everything we do honors that connection—from our commitment to serving the highest quality coffee in the world, to the way we engage with our customers and communities to do business responsibly.

Today, with more than 18,000 stores in 62 countries, Starbucks is the premier roaster and retailer of specialty coffee in the world. And with

every cup, we strive to bring both our heritage and an exceptional experience to life.

From our beginnings as a single store over 40 years ago, in every place that we've been, and every place that we touch, we've tried to make it a little better than we found it.

Notes & Demands

1. The lecture is the first period of the unit.
2. Ideology and politics must be concerned.
3. The lecturing time is no more than 15m.
4. The teaching design & plan must be available and printed.
5. If not necessary, English only can be permitted as lecturing language.