



## **STARBUCKS AND SSP EXPAND PRESENCE INTO SWEDEN**

*First Store to Open at Stockholm-Arlanda Airport Early 2010*

**SWEDEN, Stockholm: October 21, 2009** – Starbucks Coffee Company (NASDAQ: SBUX) and SSP, the leading dedicated operator of food and beverage brands in travel locations worldwide, today announced an agreement to expand Starbucks presence into Sweden by opening a Starbucks store at Stockholm-Arlanda Airport in early 2010.

“We are proud to announce our partnership with SSP and to open a Starbucks store at Stockholm-Arlanda Airport,” said Buck Hendrix, president Starbucks Coffee Europe, Middle East and Africa. “We can now also deliver the unique *Starbucks Experience* to travelers at this airport by offering them a great cup of coffee, tasty pastries and a comfortable place to relax.”

This agreement supports Starbucks intention to increase its international store growth with licensed partners who have proven experience and demonstrated success. Starbucks and SSP announced their strategic partnership in June, 2008 and since have opened stores in the UK, Spain, France, and Germany.

“We are delighted to be able to present Starbucks to the Swedish market. SSP and Starbucks have a shared passion for quality. Swedes and Starbucks have a shared passion for coffee, so I am convinced this is a great match” says Lars Edengrén, Managing Director at SSP Sweden. “As a licensed partner of Starbucks we are proud to offer customers a relaxing place where they can enjoy both Starbucks coffee and atmosphere before take-off and after landing.”

The agreement further supports Starbucks strategy of opening Starbucks stores in prime international travel channels and diversifying its distribution channel for continued expansion and profitable growth.

“For the shopping area at Stockholm-Arlanda Airport, we strive to achieve a mix of shops and restaurants that offers our passengers the best offer, both from Sweden and internationally. We are therefore delighted to be the first location in Sweden to open a Starbucks store. We trust that Starbucks will be a much appreciated addition to the already very diverse offer of food & beverage facilities at our airport,” says Anne-Marie Zuidweg, Managing Director Arlanda Shopping, Stockholm-Arlanda Airport.

**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](http://www.starbucks.com).

**About SSP**

SSP, The Food Travel Experts, is the leading dedicated operator of food and beverage brands in travel locations worldwide, with over 2,000 outlets in airports, railway stations, motorway service areas and retail locations in 32 countries. SSP has an unparalleled portfolio of international, national, local and specialty food and beverage brands, including its own national and international brands. Among these are Caffè Ritazza, Burger King, M&S Simply Food, Bonne Journée, Caviar House & Prunier, Pizza Hut, Upper Crust and Le Train Bleu.  
[www.foodtravelexperts.com](http://www.foodtravelexperts.com)

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