

**Transcript of Response of Howard Schultz, CEO, and Troy Alstead, CFO, to the
National Center for Public Policy Research Shareholder Question
Starbucks 2014 Shareholder Meeting
March 19, 2014
Seattle, Washington**

Howard Schultz (CEO):

Thank you for your question. This has obviously gotten a lot of press. And, as you said, consumer advocacy — in the last few months or so — we take it very seriously. And I think the issue of transparency is probably most important.

Troy is working with members of our team on this issue as we speak, and I think he's prepared to answer your question.

Troy Alstead (CFO):

Let me first just say thank you, Howard, and thank you for your question.

What's always critically-important to us is the interest of our customers, and, of course, the interest of our shareholders. And, as you well pointed out, we have a full organic offering in our stores with soy — that's something that is very important to us. You also pointed out that, years ago, we removed the growth hormone from dairy.

I would just comment that GMO — while we have had customers ask us about that, and similarly concerned about it — we take that very seriously. But it's a very, very complex issue.

Similarly, sourcing in our supply chain, which I think you asked about, is also extremely complex.

I think I would say our commitment to you is two-fold. One is: we will always listen to the concerns of our customers, and do everything we can that's reasonable and appropriate to respond to those in the best ways we can, even in these complex ways to navigate the deal with GMO, the deal with our supply chain.

As Howard has said, transparency is most important to us, our commitment is to respond to those, to watch those, to continue to do our best to navigate. We can't make a promise to you today that we will catch every one of those in a supply chain or that it would be appropriate for us to make those changes. But our commitment is to always be conscious of those and do things in the best interests of our shareholders and our customers.

Schultz:

Thank you very much.