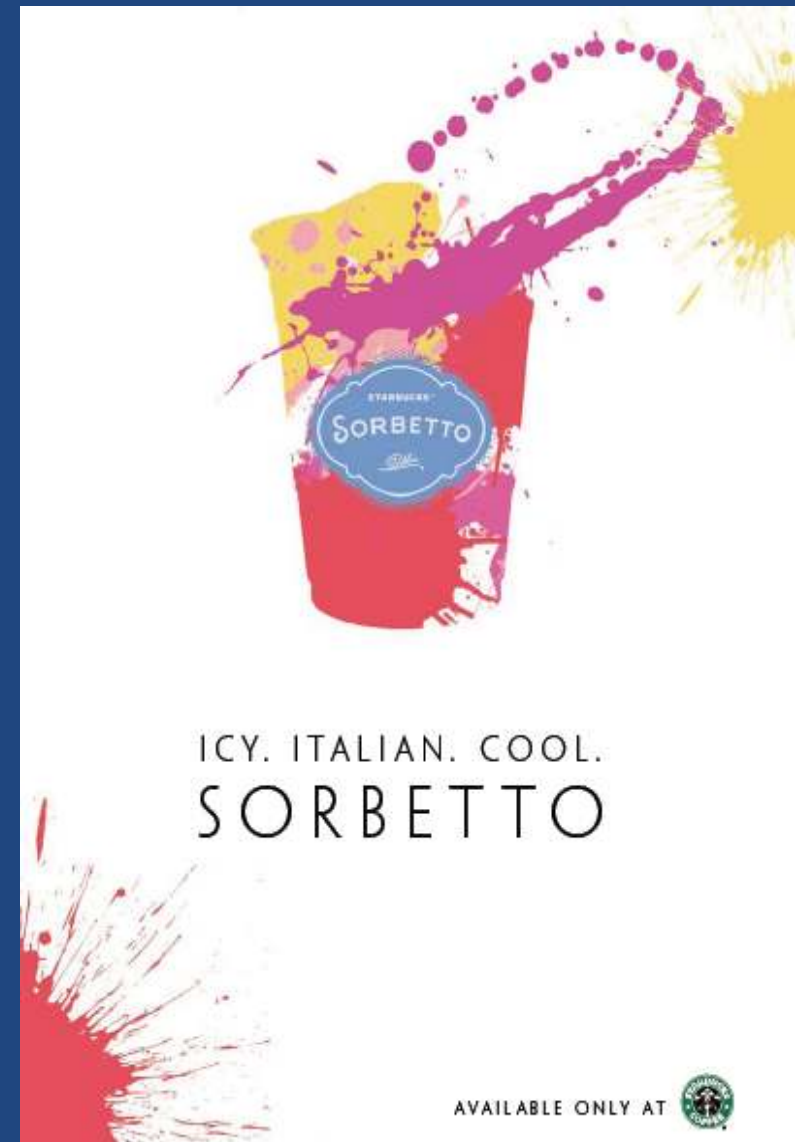
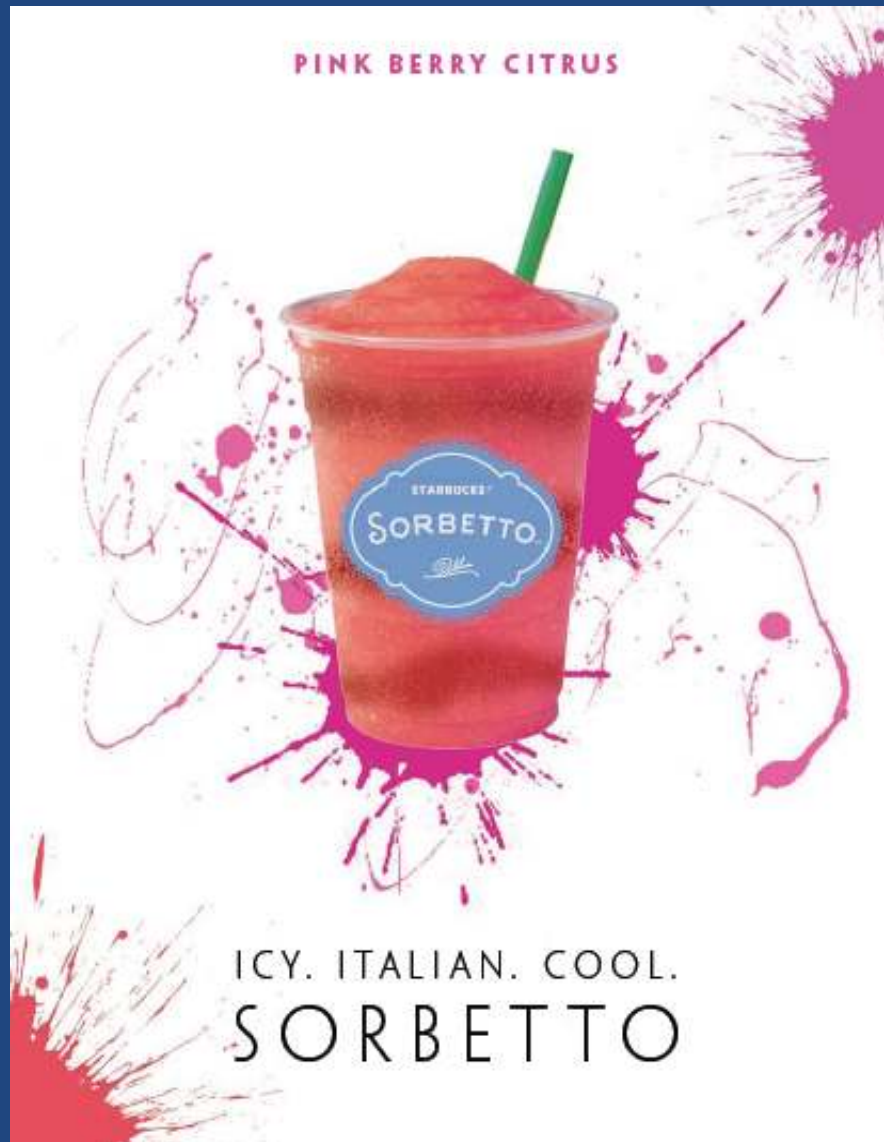


Starbucks' Sorbetto Product Sampling at The Grove

July 20, 2008



The Product | Starbucks' New Sorbetto



Soft Launch Exclusively in Southern California

Tactics | Results

Tactics:

- Provided 20' by 30' space adjacent to The Park and Nordstrom to sub-segment a high end demographic
- Set up distribution point facing street traffic
- Displayed six 22" x 28" signs with a call to action throughout the property
- Product ambassadors drove consumers to the Starbucks store at The Farmer's Market after sampling

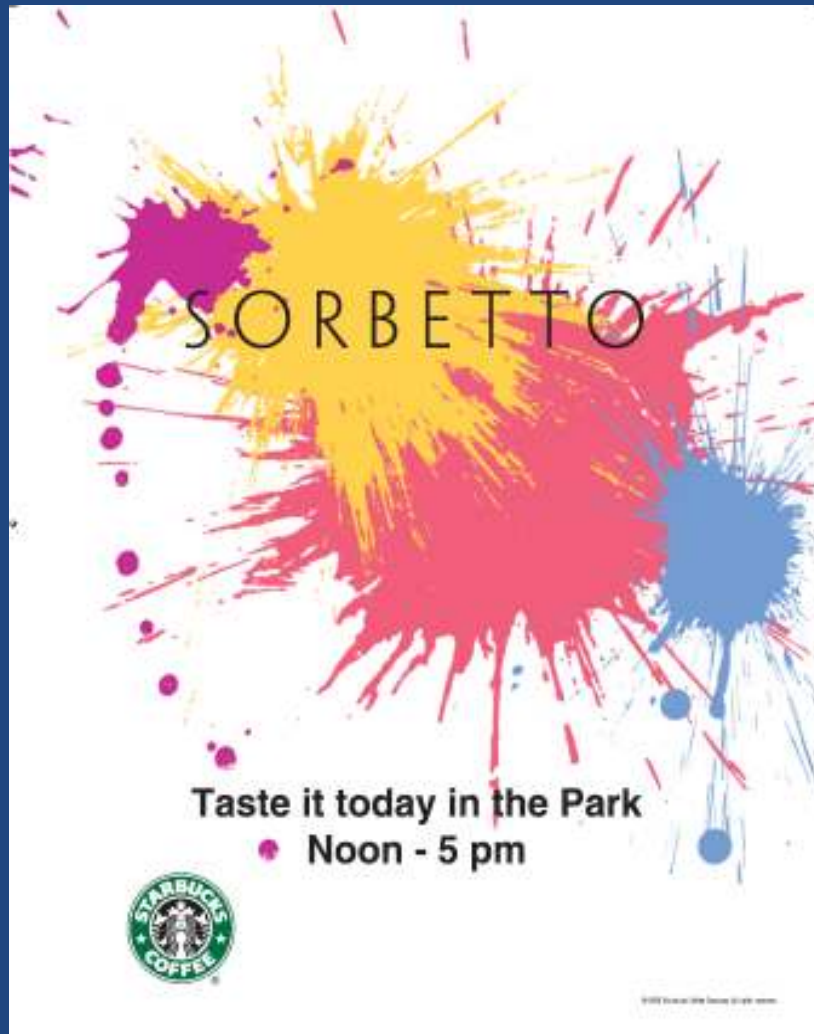
Results:

- The Starbucks tent had a line throughout the length of the promotion
- Starbucks distributed every sample they had intended and had to retrieve more product by early afternoon
- The Grove met or exceeded all expectations including the performance of the staff, the quality and quantity of the consumers and the feedback they received

Distribution | Adjacent to Nordstrom and The Park



Advertising & Marketing | On-Site Signage



Six 22" x 28" signs with call to action placed throughout The Grove

Starbucks Sampling Event | Photos

