



December 2009

**John Culver**  
**president, Starbucks Coffee International**



In December 2009, John Culver was appointed president, Starbucks Coffee International. In this role John leads teams responsible for the overall management, business development and operations of Starbucks in all markets outside the U.S. John's experience and success leading the Asia Pacific region, his deep coffee industry knowledge and his strong leadership skills combine to make him the ideal leader for Starbucks Coffee International.

Prior to becoming president, Starbucks Coffee International, John held the position of president, Global Consumer Products and Foodservice, leading the strategy to support Starbucks growth and expansion of consumer product offerings worldwide, including packaged coffee, ready-to-drink coffee, ice cream and Tazo<sup>®</sup> teas and drinks. In essence, he was responsible for extending the *Starbucks Experience* and taking care of the customer interactions *outside* of our stores.

John joined Starbucks in August 2002 as vice president and general manager, Foodservice, responsible for leading sales, marketing and operations. His focus on building brand awareness in traditional foodservice venues included positioning the Starbucks "We Proudly Brew," Seattle's Best Coffee "Serving the Best" and Torrefazione Italia "Featuring Torrefazione Italia" brands. John and his team worked to increase the presence of the Starbucks brand with key U.S. customers and to ensure that our quality standards were maintained in over 15,000 foodservice accounts.

From 2007 to 2009, John held the role of president, Starbucks Coffee Asia Pacific, responsible for cultivating the *Starbucks Experience* for all Starbucks company-operated, joint venture and licensed markets within the Asia Pacific region. Under his leadership, Starbucks brand presence continued to expand rapidly across the region, which consists of the Japan, Korea, Hong Kong, Thailand, Malaysia, Singapore, Indonesia, Philippines, Australia and New Zealand markets.

Before joining Starbucks, John was Vice President, Sales for Nestlé USA where he was responsible for foodservice sales and the development of more than 30 brands. Prior to Nestlé, John held various management positions within Houlihan's Restaurants.

John has a Bachelor of Science degree in Business Administration with an emphasis in Hotel and Restaurant Administration from Florida State University. He recently served on the Board of Directors for the International Foodservice Manufacturers Association (IFMA) as a member and as treasurer. He has also served on the Advisory Board for the Pacific Northwest Hospitality Industry, supporting City of Hope.

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