

# DAVID HANSON

VICE PRESIDENT  
CHINA AND ASIA PACIFIC  
CHANNEL DEVELOPMENT















## CHINA'S MIDDLE CLASS

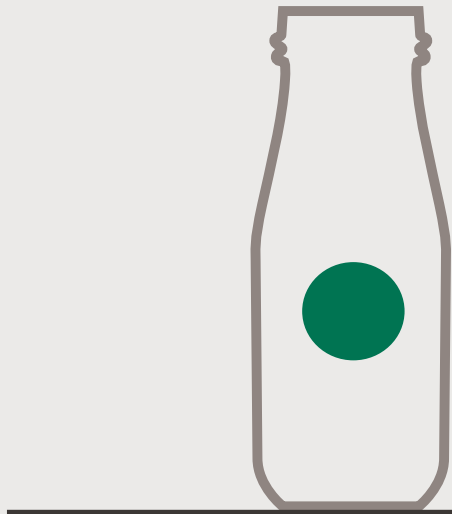




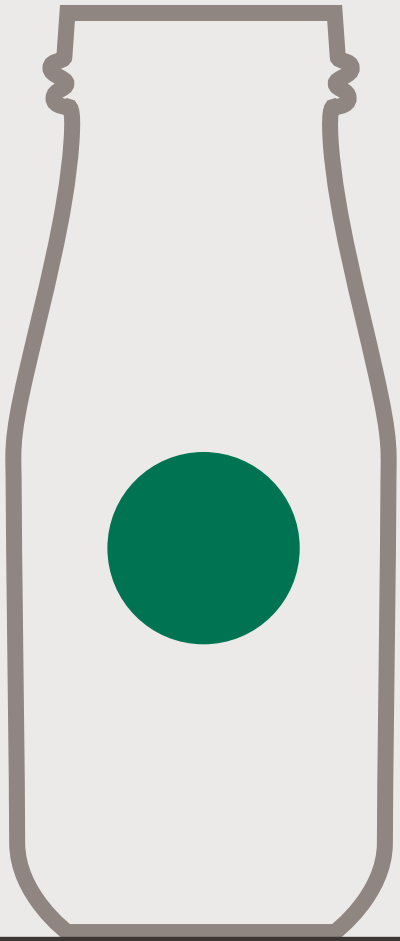
# CHINA TODAY    RTD OPPORTUNITY



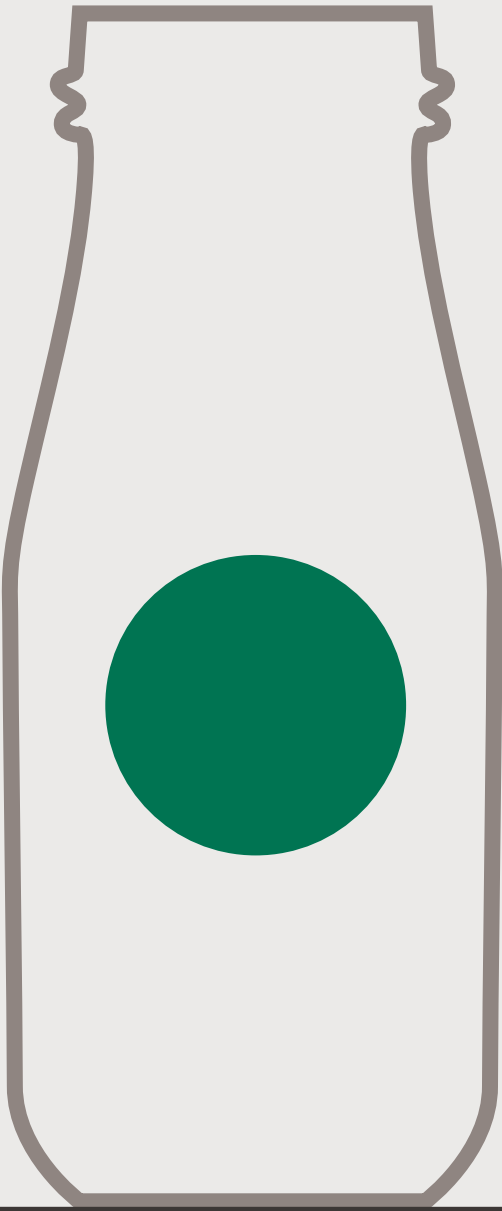
\$1.2B  
CATEGORY  
IN CHINA



CHINA



U.S.



JAPAN

STARBUCKS SEGMENTATION STUDY 2017  
EUROMONITOR





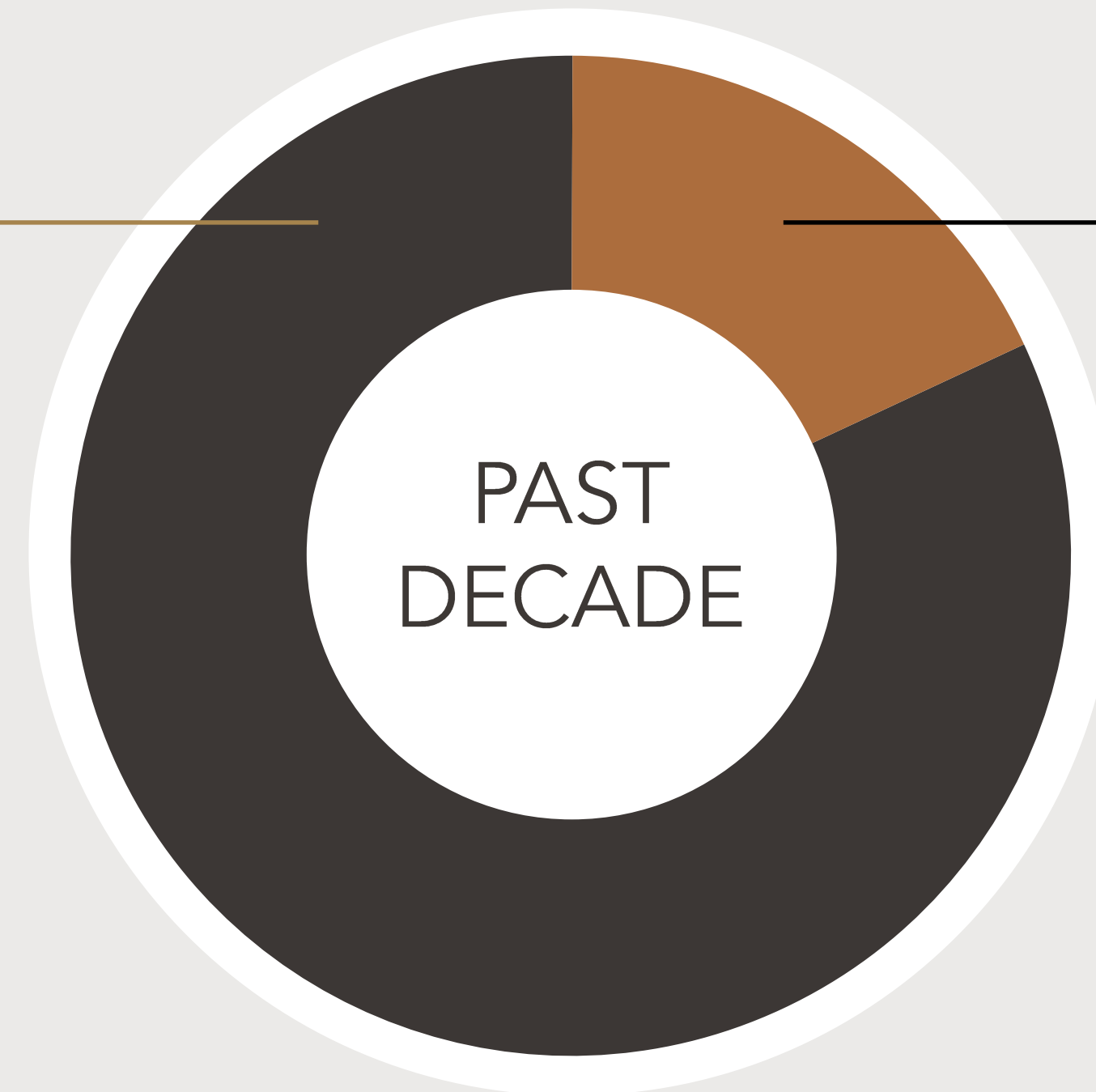
# EVOLVING DAYPARTS



CUSTOMERS' NEED STATES  
ARE TRANSITIONING INTO  
MORE OCCASIONS

PM

AM

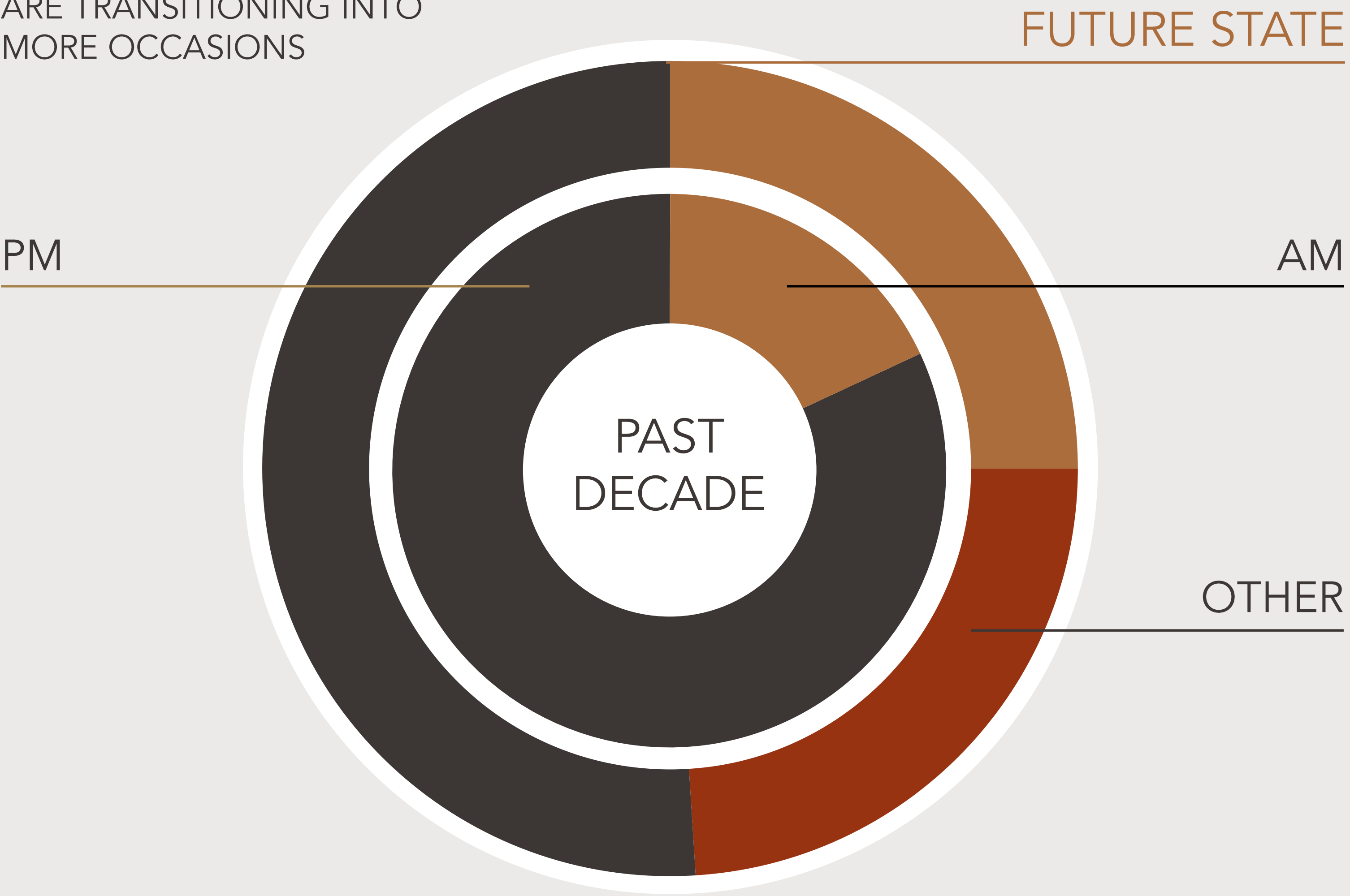




# EVOLVING DAYPARTS



CUSTOMERS' NEED STATES  
ARE TRANSITIONING INTO  
MORE OCCASIONS





# ASPIRATIONAL MIDDLE CLASS SPENDING MORE

44%

GO OUT TO EAT  
MORE THAN  
4X PER WEEK

DAYS/MONTH  
MILLENNIALS GO OUT

7.4

NORTH  
AMERICA

12.6

CHINA

83%

SPEND MORE  
ON TRAVEL  
THAN A YEAR AGO



Source: Daxue Consulting, Hong Kong 2017  
Airbnb Millennials study: Travel more  
important than saving for a home







A woman with dark hair tied back, wearing a blue and white diagonally striped button-down shirt, is looking down at a red smartphone. She is standing on a train platform, with a train car visible in the background. A brown leather strap of a bag is visible over her shoulder. The background shows the interior of a train car with other passengers. The text 'TIFFANY' is overlaid in the top right corner.

# TIFFANY

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ASPIRATIONAL  
LIFESTYLE

















STARBUCKS  
EXPERIENCE  
ON-THE-GO













# BOTTLED FRAPPUCCINO RESULTS TO DATE



2018

50,000  
POINTS OF  
DISTRIBUTION

200  
CITIES

40M  
SERVINGS\*

\*IN LAST 20 MONTHS



# BOTTLED FRAPPUCCINO RESULTS TO DATE

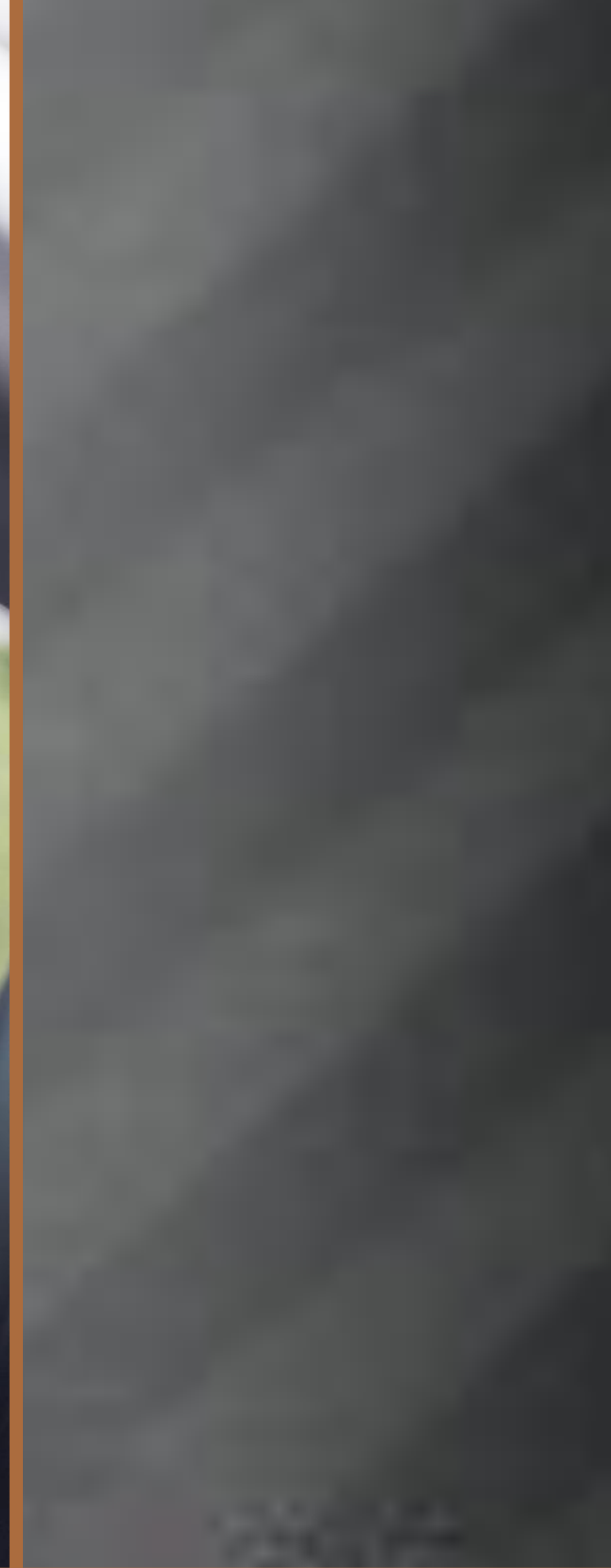


3X  
more  
MARKET  
SHARE  
than previous  
import business











# CHILLED CUP

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COMING  
JUNE 12<sup>TH</sup>





# HOW TO ENJOY STARBUCKS CHILLED CUP



1

SHAKE

2

REMOVE  
STRAW

3

INSERT  
STRAW  
IN THE TOP

4

SIP AND  
ENJOY







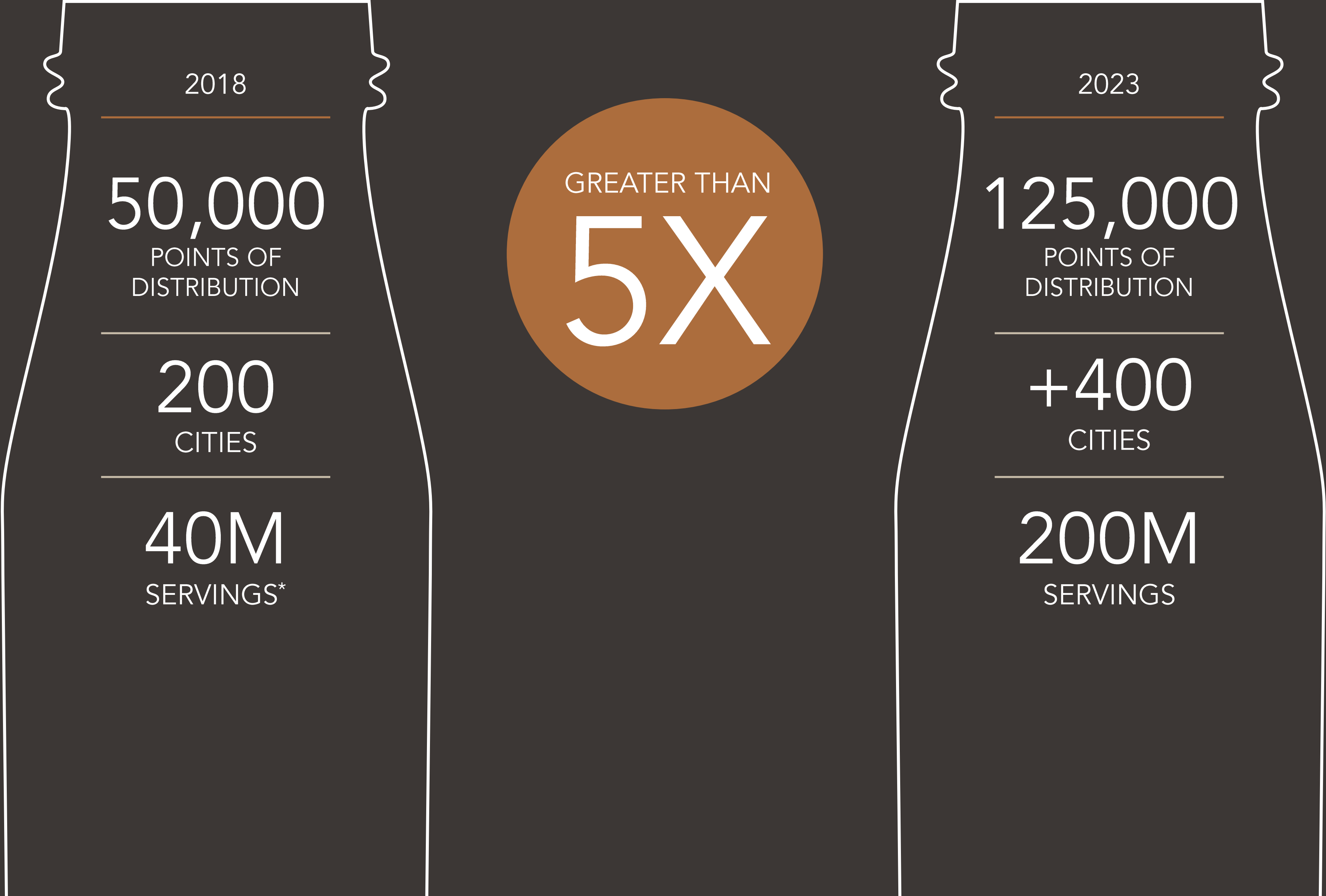








# WHAT'S NEXT



\*IN LAST 20 MONTHS



# A GLOBAL COFFEE ALLIANCE





# CHANNEL OPPORTUNITY IN CHINA



MODERNIZING  
TRADE ENVIRONMENT



GROWING RETAIL  
BUSINESS



EVOLVING  
CONSUMER BASE

