

# STORIES FROM SUNRISE SHOPPING CENTRE



## Starbucks Celebrates Its First Year at Sunrise Shopping Centre

Whether you're stopping in for a morning coffee before you start your day, taking a mid-day break or perhaps meeting with friends in the evening, you're sure to get the finest quality coffee and legendary service at the Starbucks coffeehouse in the Sunrise Shopping Centre.

"We are certainly known for the quality of our coffee – we purchase the highest quality beans from Latin America, Africa and the Asia Pacific Region. But it's more than that," says Steve LeBarr, national marketing manager of new business for Starbucks Coffee Canada. "Our great people, to our lattes, espressos and Frappuccinos, to a range of pastries and desserts, we promise customers a total 'experience'."

Everything about Starbucks is done with customer satisfaction in mind, from comfortable seating to first-rate music. And most importantly, says LeBarr, is the legendary Starbucks service that people have come to know and love.

Starbucks opened its first location in Seattle's Pike Place Market in 1971. Its first Canadian location opened in Vancouver in 1987. Since then, it has grown to over 11,000 locations – with over 600 of those locations in Canada.

As the company has grown, the goal has been to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining its uncompromising principles. Starbucks champions business practices that

produce social, environmental and economic benefits for communities globally. Starbucks focuses its efforts on improving social and economic conditions for coffee farmers; minimizing its environmental impact; making a positive contribution in the communities where they do business; and providing a great work environment for its partners (employees).

In addition, Starbucks partners strive to be good neighbours and active contributors in communities. Starbucks believes in playing a key role in local communities by encouraging partners to regularly support local organizations through donations, volunteer hours and grants. The Sunrise Starbucks location has partnered with their local MS Society, Forest Heights Community Centre and Chandler Mowat Community Center.

Nationally, Starbucks is dedicated to supporting family literacy in Canada and helping to improve Canadian literacy statistics. Starbucks has partnered with ABC Canada Literacy Foundation and Frontier College to support the literacy programs run by those charities. Locally, the Sunrise Starbucks location has partnered with Forest Hill Public Elementary School. Starbucks partners (employees) supply volunteer hours throughout the year and during the Christmas Holidays collect books to be donated to the school library.

The Sunrise Shopping Centre was a perfect 'fit' for the coffee company, says LeBarr, since it offers a unique mix of retailers and attracts a good cross-section of people. The location boasts a lovely exterior – with a front façade beacon that is very warm and welcoming, as well as an

outdoor patio. From mild, medium to bold coffee, specialty drinks like blended Frappuccinos to hot chocolate, steamed milk and teas (Starbucks carries its own line of Tazo Tea), it's no wonder the company draws such a loyal following.

Over the years, Starbucks significant retail growth, commitment to quality and innovative products has introduced the brand to a broad range of customers. Starbucks customers include business people, stay-at-home parents, office workers, students, seniors and others.

"We see such a great variety of people in this location at Sunrise Shopping Centre", shares Starbucks store manager Angela McQueen. "We have our early risers who come in for their first coffee of the day, our afternoon visitors looking to find a relaxing moment, and our evening crowd that drops by for a visit while sharing a tea."

New this spring, Starbucks has added two new green tea beverages made with real Japanese matcha (ground green tea leaves) – Tazo® Green Tea Latte and Tazo® Blackberry Green Tea Frappuccino® blended crème. As the popularity of green tea continues to grow, Starbucks is introducing new beverages that capture the spirit of the season and offer customers fresh ways to enjoy the rejuvenating benefits of green tea. Drop by the Sunrise Starbucks to enjoy Starbucks' delicious Green Tea!

Sunrise Shopping Centre hours of operation are 6am-10pm Monday-Thursday, Friday 6am-11pm, Saturday 7am-11pm, Sunday 8am-1pm. [www.starbucks.ca](http://www.starbucks.ca)

