

Owanzer Stafford



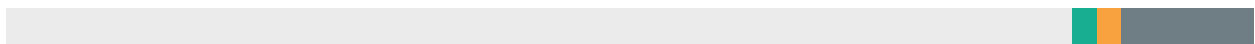
8/12/18

Starbucks Company

Dear To Whom It May Concern,

My name is Owanzer Stafford and I'm writing to share bad experience I had on 22nd July 2018 at 2 of my neighborhood Starbucks stores that really really upset me. I was told by some Starbucks baristas that Starbucks has a policy against grinding non-Starbucks branded coffee beans. The baristas were like sorry we cannot grind the coffee I requested due this policy.

I'm a loyal customer to Starbucks and spend a fair amount of money each month at stores in and around my community. In addition, I'm a shareholder of individual shares of Starbucks (SBUX) stock. That meaning to say, I took an active role in choosing to be a shareholder because what the company meant to me. The screenshots attached attest to those facts.



TOTAL AMOUNT
-\$3,816.67

Showing 339 transactions matching "starbucks" or clear this search

EDIT MULTIPLE + TRANSACTION

<input type="checkbox"/>	Date	Description	Category	Amount
^ Pending (1)				
<input checked="" type="checkbox"/>	JUL 25	Starbucks	Coffee Shops	-\$25.00
<input type="checkbox"/>	JUL 25	Starbucks	Coffee Shops	-\$25.00
<input type="checkbox"/>	JUL 22	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUL 16	Starbucks	Coffee Shops	-\$25.00
<input type="checkbox"/>	JUL 14	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUL 13	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUL 12	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUL 2	Starbucks	Coffee Shops	-\$25.00
<input type="checkbox"/>	JUL 1	Starbucks	Coffee Shops	-\$25.00
<input type="checkbox"/>	JUN 26	Starbucks	Coffee Shops	-\$25.00
<input type="checkbox"/>	JUN 23	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUN 18	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUN 16	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUN 11	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUN 6	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUN 5	Starbucks	Coffee Shops	-\$10.00
<input type="checkbox"/>	JUN 5	Starbucks	Coffee Shops	-\$10.00

Starbucks
DETAILS
Account:
Chase Bank - Os Sapphire

[Show all Starbucks](#)
[Show all Coffee Shops](#)

Motif Investing Account

My Overview Table Add a stock to this motif

Weight in Motif	Segment & Stocks	Shares Owned	Price	Current Value	Gain / Loss	Action
14.1%	Apparel					
13.8%	Food & Beverage					
13.4%	Internet					
10.7%	Software					
10.1%	Retail					
3.7%	Walmart Inc.	2.94	\$90.18 (-1.31%)	\$265.13	\$17.60 (-7.1%)	TRADE
3.3%	McDonalds Corp.	1.48	\$158.68 (+0.39%)	\$234.85	\$4.54 (+2.0%)	TRADE
3.1%	Starbucks Corporation	4.39	\$51.51 (+0.79%)	\$226.13	-\$23.27 (-9.3%)	TRADE

Folio First Account



Furthermore, in past, at this same store other baristas have ground the same non-branded Starbucks coffee with no problems. Please forget for the moment if they were wrong, or didn't know if there was such a policy to follow. I just know as a customer I felt good because I felt attended to and made sure I had good experience in Starbucks. That I would take pleasure in wanting to come back again and again without reservations. In addition, let me assure you they were only grinding a bag of coffee which was new and sealed.

Now, to explain in the first place why I was requesting a non-Starbucks brand to be ground at Starbucks. I know Starbucks offers this service to its customers as courtesy. What I didn't know was the restrictions. Since, I have been moving more of my consumption towards mostly organic, I wanted an organic dark roast bean for my more everyday use. Even prior to getting the brand of coffee I did, I checked at several Starbucks for an organic dark roast coffee bean. Starbucks stores didn't carry it, so that option was off the table. It wasn't like I didn't try to stay in Starbucks ecosystem. As a result, I bought Cameron's organic dark roast coffee bean (picture attached) from Costco.



Yes, I can have my own grinder at home, but damn, I just wanna have a reason to stop in Starbucks. That day the reason for me stopping in was two-fold, to get a slice of Starbucks lemon loaf and get my new sealed bag of Cameron's organic dark roast coffee ground.

A new young barista takes the bag to another new young baristas and ask can they grind that brand of coffee. Then I was told about this Starbucks policy. I was told it was not allowed due to potential contamination.

In my mind, at least, my coffee bean is more wholesome because it's organic but I'm not so stringent if it mixes with Starbucks previous non organic grinds. Nonetheless, I left the store that day pissed without purchasing lemon loaf nor ground coffee. I went to another store nearby and asked them to grind and was told the same thing. So, they directed me, a customer to Starbucks, away from Starbucks to neighborhood grocery H.E.B to have it ground.

I was so upset about this that I returned to the first store and asked to see the written policy for myself. The barista said she would print it out, but after 15 minutes or so she returned without the policy because the computers were shutting down. Instead she handed me a business card for the district manager. I said I would write corporate concerning this policy. Herein is content to that means.

Frankly, if there is such a policy, I think it's not correct, either in its implementation or spirit. I haven't been back to either of those stores and Starbucks in general because I wanted to give Starbucks an opportunity to answer what to me is a grievance. A grievance, in that, potentially this policy doesn't account for the coffee lifestyles to which some of your customers are moving. Also, that this seems to infer that Starbucks has no plans to do so and will be sticking to the status quo. I sure hope that is not the case.

I hope, if Starbucks has a policy pertaining to what coffee beans it will grind, that it be more flexible where it has shortcomings. If a customers, like I did, brings in a sealed bag of coffee that is not beyond clearly shown expiration date and it's roast or quality, particularly as it pertains to organic, and that Starbucks doesn't carry it should be allowed to be ground.

I can say if Starbucks had an organic dark roast that I could have purchased, this would be a moot point. I would not have even came upon this supposed grind policy roadblock.

However, you don't, so I'm asking to give consideration in extending further the courtesy in grinding coffee instead of having me question do I want to be loyal to Starbucks as a customer and shareholder.

I have some further proposals:

- 1.) Produce an assortment of different organic roast of coffee selections.
- 2.) For organic roast of coffee that Starbucks doesn't produce, have a list of pre-approved partners whose production of bean is in keeping with Starbucks quality and brand that would be ok to grind if a customer requested.
- 3.) Ensure policy is visible and transparent for customers to see as pertains to grinding.

In the meantime, I would like from Starbucks its written formal policy pertaining to what coffee it grinds in store if a customer request. Second, if you agree with me, a letterhead from Starbucks stating baristas can grind my organic coffee until a more formal policy comes out. Finally, know that this open letter and any response to it will be posted on my website TheWorldOfOs.com. I have also cc'd the district manager of store in question with this same letter.

I look forward to your reply and would hope you will be able to respond to me with suitable explanation and resolution.

Sincerely,

Owanzer Stafford