



Message from Brian: Global Support Partner Announcement

The following message was shared by Starbucks ceo, Brian Niccol on February 24 to all global support partners, communicating decisions specific to non-retail, support partners. This does not affect our in-store teams or the investments we are making in store hours.

Partners,

In January, I shared that we were evaluating the role, structure and size of our global support teams to help us deliver on our “Back to Starbucks” plan and position the company for future success.

The leadership team has finished that work, and this week, we will communicate the changes we’re making. This includes the hard decision to eliminate 1,100 current support partner roles and several hundred additional open and unfilled positions.

We are simplifying our structure, removing layers and duplication and creating smaller, more nimble teams. Our intent is to operate more efficiently, increase accountability, reduce complexity and drive better integration. All with the goal of being more focused and able to drive greater impact on our priorities.

I recognize the news is difficult. It is not a decision the leadership team took lightly. We understand the real effect this has on partners’ lives and their families. We believe it’s a necessary change to position Starbucks for future success – and to ensure we deliver for our green apron partners and the customers they serve.

We’re committed to sharing the news with partners who are affected thoughtfully and with the respect they deserve. We will also do everything we can to support those leaving. This includes providing a comprehensive severance package to support them. We will share more on the timeline for this week and how we are taking care of partners shortly.

What You Need to Know

- We will inform individual partners whose jobs are being eliminated by midday **tomorrow, Tuesday, Feb. 25**. The ELT is working to notify and connect with affected vp+ leaders in their respective organizations, beginning today.



- Our new structure is built to focus on priority work and is oriented to support the experience we create in our coffeehouses. We'll simplify what we do and how we work to make it easier to drive the business forward.
- We will continue to hire for priority positions that fit with our new support structure and add capability and capacity we need.

What's Next

- You will hear more this morning from Sara Kelly or your regional PRO leader about our approach to this process and our commitment to partner care – including pay and severance, healthcare, and career transition services that will be provided to partners leaving the company.
- We will let you know once leaders have completed notifications to partners whose roles have been eliminated.
- We will schedule time to come together as a company, and by function, to share more details about the role, structure and size of our global support teams – and how we move forward, together.

New Leadership Expectations

With these changes, we're also taking intentional, near-term steps to bring together our North America leadership teams.

- Moving forward, vp+ leaders in North America will need to be present with their teams in our Seattle (U.S.) and Toronto (Canada) offices at least three days a week. We will maintain a designated set of 'in-market' roles to directly support our green apron partners and coffeehouse operations in specific geographies. More information will be provided directly to leaders regarding in-office expectations. **This does not change hybrid work policies or in-office expectations for other partners.**
- Generally, partners working remotely in director and below roles today will keep their remote status. Hiring for future roles will require partners to be Seattle or Toronto based, except for enterprise designated remote positions.
- In markets outside the U.S. and Canada, local leaders will communicate specific expectations for each market.

I know this process is challenging and recognize the impact it will have on partners whose roles are being eliminated. Starbucks is what it is today because of the contributions of incredible partners, like you. On behalf of the executive leadership team, thank you. We appreciate all you've done for our company, our partners and our customers, and we'll do all we can to support you.

With appreciation,

Brian Niccol,
chairman and chief executive officer