

BORDERS®



About Seattle's Best Coffee

In August 2004, Borders and Seattle's Best Coffee, LLC, a wholly-owned subsidiary of Starbucks Corporation, signed a licensing agreement under which Borders operates Seattle's Best Coffee® cafes in existing superstores and within new Borders superstores as they open.

- Virtually all Borders superstores nationwide feature Seattle's Best Coffee cafes.
- About 1,400 square feet of a typical Borders superstore is devoted to the cafe.
- Seattle's Best Coffee cafes at Borders are managed and staffed by Borders employees, who are trained on Seattle's Best Coffee brand standards and procedures.
- The Seattle's Best Coffee cafes at Borders stores serve their full line of Seattle's Best Coffee premium coffee and non-coffee beverages, including lattes, mochas and JavaKula™, Seattle's Best Coffee's signature blended beverage line. In addition, the cafes offer a fresh food menu, featuring Oversong™ sandwiches, pastries and bakery items. The cafes also feature a wide selection of Seattle's Best Coffee merchandise and a variety of whole bean coffees.