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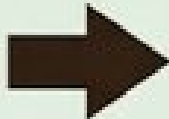
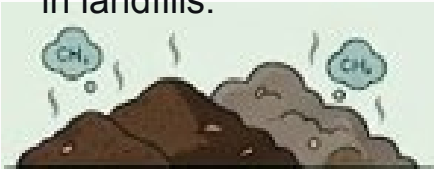
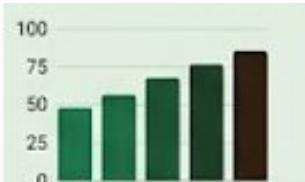
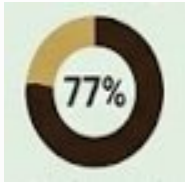
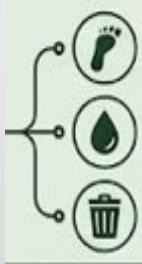
Contribution to Overall Module Assessment (%): 50%

Lecturer: Taonga Kaonga Sobere-Snithers (Birmingham)

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STARBUCKS "GROUNDS FOR GOOD" - UPCYCLED COFFEE GROUNDS PRODUCT LINE

COMPANY INTRODUCTION	SUSTAINABLE REQUIREMENT & PURPOSE	BRAND EXTENSION DESCRIPTION		WHY THIS APPEALS TO THE MARKET
Starbucks is the world's largest coffeehouse chain with over 38,000 stores globally. It ranks 20th in Sustainability Magazine's Top 250 Most Sustainable Companies 2025. 	Starbucks generates over 600,000 tons of coffee grounds annually, most ending in landfills.  PURPOSE: TRANSFORM WASTE INTO INTO VALUE through "GROUNDS FOR GOOD" - A PREMIUM PRODUCT LINE MADE FROM UPCYCLED COFFEE GROUNDS.	Building on Starbucks' existing "Grounds for Your Garden" program (launched 1995). BODY SCRUBS  natural exfoliants 's (mix grounds + coconut oil) SCENTED CANDLES  coffee-infused aromas in reusable jars REUSABLE CUPS  made from 70% recycled plastic + 20% used coffee grounds PLANT FOOD  nutrient-rich compost for gardening	Starbucks Hong Kong successfully piloted similar products (soap, candles, coasters) in 2016. This extension leverages:  77% customers for prefer reduce waste Diversifies revenue, cuts waste costs, and taps into the fast-growing \$2.1 trillion circular economy market  0% demand for circular erons  Turns a growth (waste) into stream ALIGNMENT WITH SUSTAINABILITY GOALS Supports Starbucks' 2030 commitment. Advances circular economy - keeping materials in use and out of landfills.  2030 COMMITMENT  REDUCE CARBON FOOTPRINT REDUCE WATER FOOTPRINT REDUCE WASTE FOOTPRINT	