

Seattle's Seafaring Siren: A Cultural Approach to the Branding of Starbucks

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Master of Arts in Media Communications

March 24, 2013

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Abstract

Many corporate brands tend to be built on a strong foundation of culture, but very minimal research seems to indicate a thorough analysis of the role of an organizational's culture in its entirety pertaining to large corporations. This study analyzed various facets of Starbucks Coffee Company through use of the cultural approach to organizations theory in order to determine if the founding principles of Starbucks are evident in their organizational culture. Howard Schultz' book "Onward" was analyzed and documented as the key textual artifact in which these principles originated. Along with these principles, Starbucks' Website, Facebook, Twitter and YouTube page were analyzed to determine how Starbucks' culture was portrayed on these sites.

The rhetorical analysis of Schultz' book "Onward" conveyed that Starbucks' culture is broken up into a professional portion and a personal portion, each overlapping one another in its principles. After sifting through various tweets, posts and videos, this study found that Starbucks has created a perfect balance of culture, which is fundamentally driven by their values and initiatives in coffee, ethics, relationships and storytelling.

This study ultimately found that Starbucks' organizational culture is not only carrying out their initiatives that they principally set out to perform, but they are also doing so across all platforms while engaging others to do the same. Based on these findings, this thesis aims to test the permeation of culture in corporate brands while posing a challenge for future research to classify social media sites as a part of culture. Also, the findings of this study propose a re-examination of Kennedy and Deal's culture types in order to adapt to Web 2.0 and 3.0 technologies.

This project is dedicated to:

My parents - Brian and Lori Kauffman

You have given me endless love and support and have shown me the true meaning of diligence, persistence and sacrifice. I could never thank you enough for all that you have done for me.

I love you both, *sempre*.

and

My siblings – Bryce, Chelsea and Dustin

I have been so blessed to have the three of you who I can always count on – no matter how many miles apart we are. Thank you for always being there.

I love you guys, *sempre*.

and

My entire family (and friends)

You all are so special to me and have impacted me in so many ways. Thank you for all of your love and support. I have been blessed beyond what I could have ever imagined to be surrounded

by such amazing people.

I love each and every one of you, *sempre*.

Acknowledgements Page

First, I would like to thank Dr. Clifford Kelly for encouraging me to apply for the M.A. Communications program as a junior when I had absolutely no intent in doing so. Without your encouragement, I would not be in this position today.

Secondly, I want to give the utmost thanks and appreciation to my Chair and friend, Dr. Angela Widgeon. Dr. Widgeon, thank you for your encouragement, support and guidance not only throughout this thesis process, but also throughout my academic and professional career. You have taught me so much in the field of academia and advertising, and it has been a pleasure and honor being taught by you as a student and working with you as a Graduate Assistant. I have enjoyed these last three years and have grown so much, both professionally and spiritually. Thank you for all that you, and Dave, have done.

Thirdly, I want to thank my committee members, Dr. Schwartz and Professor Smith. Dr. Schwartz, you are extremely gifted in your field and you have given me such a passion and inspiration for the field of advertising. Thank you for your practicality in teaching and sharing your knowledge and experiences. Professor Smith, you are an amazing artist and have been such a great mentor and friend over the past five years. You have taught me so much not only about graphic design, but also about communication in general. Thank you for your encouragement throughout the years and all of the opportunities that you have given me.

Lastly, I want to thank all of my grad school friends. I would have never survived this whole process without each and every one of you. You all are going to do amazing things and I cannot wait to see what God has in store for your futures. I love you guys – GSA fam.

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Chapter 1: Introduction

In the days of Greek mythology, sailors were enchanted by the beautiful songs of the Sirens due to the powerful gift of their voices. Enticed sailors who stepped foot on the Sirens' island were trapped, never to leave. Starbucks is a modern day Siren. The coffee aroma and very culture of Starbucks has enticed consumers. Those who step foot through those doors, never leave. At the rate in which Starbucks has expanded over the years, not even Odysseus could have prepared for this strong-cultured, global corporation.

Before digging deep into what Starbucks, as a brand, represents, it is important to unravel the historical meaning, identity and design of the face of Starbucks' brand: the Siren. The fate of every person's life boils down to the dependency of one organ: the heart. The heart pumps blood to every organ in the body and therefore, life itself is dependent on the ability of the heart to operate effectively. According to Steve M., a Senior Writer for Starbucks, the Siren is at the heart of Starbucks, meaning without her they could not operate effectively. Steve M. describes her symbolism as this (2011):

She is a storyteller, carrying the lore of Starbucks ahead, and remembering our past. In a lot of ways, she's a muse – always there, inspiring us and pushing us ahead. And she's a promise too, inviting all of us to find what we're looking for, even if it's something we haven't even imagined yet. She means something different to every one who sees her, who knows her. For me she's kind of the final say on the spirit of everything I write and everything we do. (para. 6-8)

Although the modern day Siren embodies everything that Starbucks is and strives to be, the logo went through many transitions in order to signify Starbucks' culture today. Originally called Starbucks Coffee, Tea, and Spice, the logo, established by Terry Heckler while looking

through old marine books, was “based on a sixteenth-century Norse woodcut: a two-tailed mermaid, or siren, encircled by the store’s original name...that early siren, bare-breasted and Rubenesque, was supposed to be as seductive as coffee itself” (Schultz & Yang, 1997, p. 33). During the time of Starbucks Coffee, Tea, and Spice, Howard Schultz had established his own company, Il Giornale, whose logo “reflected the emphasis on speed” and was “inscribed in a green circle that surrounded a head of Mercury, the swift messenger god” (Schultz & Yang, 1997, p. 88). In 1987, Starbucks Coffee, Tea, and Spice and Il Giornale merged logos. The merging of these logos was to “symbolize the melding of the two companies and two cultures...[w]e kept the Starbucks siren with her starred crown, but made her more contemporary. We dropped the tradition-bound brown, and changed the logo’s color to Il Giornale’s more affirming green” (Schultz & Yang, 1997, p. 108).

From 1987-2011, Starbucks’ siren remained consistent in nature, but had minor revisions in order to establish more cultural symbolism while creating solid brand recognition. By blending the cultural roots and design of the two original companies over the years, Howard Schultz announced that in celebration of Starbucks’ 40th anniversary, the Siren had been given a “meaningful update to ensure that the Starbucks brand continues to embrace [their] heritage in ways that are true to [their] core values and that also ensure [they] remain relevant and poised for future growth” (2011, para. 5). The 2011 unveiling of Starbucks stand-alone Siren logo received much backlash for its omission of “Starbucks Coffee”, but these purposeful revisions served as the beginning of the transition to Starbucks’ future and the continual growth of Starbucks’ culture. Thomas P., an Interactive Content Manager for Starbucks, elaborated on the transition best by stating, “we’ve unleashed the Siren, a mythological figure who represents the romance

and creativity that inspired the founders of Starbucks 40 years ago. I hope that unleashing that energy – that mojo – will keep us (and you) inspired for the next 40 years” (2011, para. 4).

Image 1 - The Evolution of the Siren (Koh, E.)



Many studies have discussed aspects of corporations and organizations, but they do not study them as a cultural whole. Usually organizations are studied culturally in relation to something, or a cultural approach to organizations is used to make a generalization (Cayla & Arnould, 2008; Holt, 2006; Marksberry, 2011; Mills, Boylstein, & Lorean, 2001). In a study by Mary Jo Hatch and Majken Schultz (2003), they claim that “a blending of corporate and cultural values with marketing practices is the hallmark of corporate branding, and it is this concern with values that brings corporate branding practice into direct contact with organizational culture” (p. 1047). One study, utilizing graphs, charts and explanations, thoroughly examined the effect of culture on corporations and drew the conclusion that “culture matters, enormously” (Jaruzelski, Loehr, & Holman, 2011, p. 3). On the other hand, some studies believe that a cultural approach does not produce significant results when applied to corporations (Alvesson, 1985; Knights & Wilmott, 1987).

With the rise of social media in the past five years, it is imperative to include a corporations’ social media in the study of their culture. Social media outlets have provided a way

for corporations to publicly share their thoughts and values, which gives incite into the core culture of these corporations. Not only does the corporation's content on these social media sites give an indication of their culture, but also the design of their sites. Social media has become the entity that brings corporations' cultures full-circle. Very few studies, if any, have fully captured an individual corporation's culture in its entirety. Rather, these studies have discussed specific pieces of organizational cultures. There is a need to study a specific corporation's culture as a whole, which includes all factors, including social media, which truly represent their culture.

A study of a corporation's culture is important for several reasons. First, by studying a large corporation, such as Starbucks, other institutions may be able to adopt concepts that help their company move forward and provide guidelines for success. Second, it would allow the Starbucks' corporation to re-evaluate its strategy and branding. Defining their culture enables the Starbucks' corporation to understand how they are being perceived. Lastly, this type of study will provide a different perspective on the relationship culture and branding possess for those in the advertising industry. Since corporate branding and culture parallel one another, people who specialize in brand identity or brand research may receive some type of insight.

The intent of this rhetorical analysis will be to explore and understand the culture of Starbucks Coffee Company and how the rise of social media has influenced Kennedy and Deal's studies of corporate cultures by using Starbucks' culture as a framework. At this stage in the research, the Starbucks culture as a whole will be generally defined as Starbucks management, which is the culture; consumer perceptions of Starbucks, which are the driving forces of culture; and the Starbucks logo, which is the symbol of culture.

The following chapters provide a discussion of literature that has covered various interpretations of both culture and corporate culture in order to further understand the context in

which a cultural approach to organizations theory will be used. The literature also analyzes and critiques the application of a cultural approach to Starbucks and the reasoning for applying the theory to this specific corporation. The methodology will reveal the textual analysis that will be used as well as other forms of research that will be collected. The methodology concludes with the descriptions in which results will be reported.

Chapter 2: Literature Review

The following literature analyzes the concepts of culture and corporate culture in order to define the context in which both an interpretive and functionalist framework using the cultural approach to organizations theory will be applied in reference to Starbucks Coffee Company. Starbucks was selected because of their popularity, large-scale global branding and strong Social Media presence, which may indicate how some large corporate organizations do not only have cultures, but *are* cultures.

Defining Culture

Culture is an ambiguous term that many scholars apply a variety of definitions to. It is so complex that Edgar Schein (1996) states, “members of a culture are not even aware of their own culture until they encounter a different one” (p. 236). There are many concepts of culture and many ways one may choose to approach an organization from a cultural perspective, or context. Definitions of culture also vary among scholars, but Edgar Schein (2004) gives a well-known definition:

A pattern of shared basic assumptions that was learned by a group as it solved its problems of external adaptation and internal integration that has worked well enough to be considered valid and, therefore, to be taught to new members as the correct way to perceive, think, and feel in relation to those problems. (p. 17).

The viewpoint in which culture will be defined is in an organizational context, which is a culture concept that is borrowed from anthropology (Smircich, 1983). There are a variety of concepts of culture (Appendix 1, Figure 1) (Allaire & Firsirotu, 1984, p. 196), but the focus is on the symbolic school of culture and the functionalist school of culture. From this context, a background will be presented on the characteristics of culture, three paradigms of culture, the

frameworks used when studying culture, and finally, a proposed definition of culture. This overview will provide the base for the framework of the Cultural Approach to Organizations theory that will be used to analyze Starbucks.

Organizational cultures can be defined by Schein's conception of culture, which is made up of four characteristics: structural stability, depth, breadth and patterning, or integration (Schein, 2004). Each of these characteristics elaborates on a specific role of culture. Structural stability is the notion that even when members leave an organization, the culture survives because stability provides predictability and meaning (Schein, 2004). Schein (2004) defines the depth of culture as being "unconscious" (p. 14) and the breadth of culture exemplifies how the cultural influences of organizations deal with tasks, various environments and internal operations. The final characteristic of culture, patterning or integration, implies that all of an organization's values, rituals, behaviors and climates form the organization as a whole (Schein, 2004). Not all characteristics are found in every organizational culture; especially those who believe culture must either be strictly internal or strictly external, not both.

Schein also believed that there are three levels in which culture exists on: basic assumptions, values and artifacts (Hatch, 1993). Schein defined what each level represents. First, assumptions "represent taken-for-granted beliefs about reality and human nature" (Hatch, 1993, p. 659). Above basic assumptions lie values, which have intrinsic significance and are comprised of goals, standards, philosophies and social principles. Thirdly, artifacts represent the "visible, tangible, and audible results of activity grounded in values and assumptions" (Hatch, 1993, p. 659). All three levels work concurrently and contribute to the existence of culture.

Along with the three levels that allow culture to exist, there are three paradigms researchers use when studying culture: integration, differentiation or ambiguity (Appendix 1,

Figure 2) (Myerson & Martin, 1987, p. 633). Appendix 1, Figure 3 specifically shows how culture, or at least the context and meaning of culture, is constantly changing. The first paradigm, integration, is defined as having “consistency across cultural manifestations, consensus among cultural members, and – usually – a focus on leaders as culture creators” (Myerson & Martin, 1987, p. 625). The second paradigm is differentiation. This paradigm states that organizations differ and are not composed of a single, dominant culture. Contrary to the integration paradigm, the differentiation paradigm believes “a culture is composed of a collection of values and manifestations, some of which may be contradictory” (Myerson & Martin, 1987, p. 630). The third and final paradigm, ambiguity, does not supply a concrete answer when it comes to cultural change. The ambiguity paradigm believes that cultural manifestations are neither consistent nor inconsistent, neither harmonious nor conflicted and that individuals will agree on some things and disagree on others (Myerson & Martin, 1987).

“Each cultural paradigm draws attention to a distinct set of organizational processes and simultaneously blinds others” (Myerson & Martin, 1987, p. 641). Each paradigm has various beliefs about cultural change and the ambiguity of it. The idea that one must select the way in which they approach organizational culture leads into two main frameworks that researchers choose when approaching organizational cultures: functionalist approach or interpretive approach.

Functionalist vs Interpretive Approaches

Some researchers use a functionalist framework, which means they view culture as a tool such as strategy or power to create change (Demers, 2007), while others choose to use an interpretive framework, meaning organizations are socially constructed and strategy or power is just an expression of culture, not a tool of culture (Demers, 2007). Demers points out how these

frameworks incorporate the same cultural theory, but they are polar opposite in how they approach culture.

Functionalist Approach

Demers (2007) labels the functionalist view as “cultural change management” (p. 77). A functionalist’s main goal is to develop a strong culture, but does not address culture in detail. A functionalist approach does not define culture, but rather lists values and behaviors that make a culture successful, strong and dominant (Demers, 2007). Functionalists solely focus on the power an organizations’ culture has, but they are not concerned with analyzing their culture’s structure that led to a powerful culture. This viewpoint essentially derived from the Japanese and German economies when “cultural interventions into managerial practice caught fire...” (Morrill, 2008, p. 25).

The functionalist viewpoint is most often used when discussing management in organizations, especially the global marketplace, as seen in Peters and Waterman’s book *In Search of Excellence* (2004). Functionalists believe that one leader or management group is able to completely change the identity or culture of an organization. Pasquale Gagliardi (1986) discusses how during a cultural change, leadership or managers can help reconstruct an organization and redefine an organization’s identity. Gagliardi (1986) also claims that “the role of the leader is, above all, to create conditions under which success can visibly be achieved” and “he [the leader] promotes the insertion of new emergent values” (p. 132). Through Gagliardi’s study, he reinforces the notion that functionalists believe culture can be created or changed instantaneously and their success is measured by their power.

The functionalist viewpoint also claims that cultures change radically and completely undermine one culture in order to convert to a new one. Not only do cultures radically change,

but also the environment plays an important role in a functionalist's perspective because it either reinforces culture or undermines culture (Demers, 2007). Ultimately, a functionalist perspective believes culture is determined by basic assumptions and asks the question "how" something, in this case culture, works rather than "why" something works (White & Klein, 2002).

Interpretive Approach

In retrospect, the interpretive view of culture in organizations can be attributed to Clifford Geertz, who was influenced by the interpretive view of Max Weber and conceptual efforts of Alfred Schutz. Geertz believed that concepts of culture are "products of mind...shared meaning systems" (Allaire & Firsirotu, 1984, p. 206-207). He also claims, "meanings can only be 'stored' in symbols" (Geertz, 1973, p. 127). Christiane Demers (2007) explains that from an interpretive framework, culture allows for change from both internal sources and external sources; therefore, culture is both internal and external. A case study conducted by Netta Iivari (2010) used an interpretive approach to organizational culture and intertwined it with usability in software development. Iivari found that "results can be interpreted to imply that culturally compatible strategies to usability work should be adopted in differing cultural contexts" (p. 59). This study shows how cultures can be formed through shared meaning.

An interpretive view of a cultural approach also believes that an organization is a gradual process and is an evolution of cultural patterns, which she labels "cultural dynamics" (Demers, 2007, p. 77). According to the interpretive approach, when cultural change takes place it is not drastic, but rather incremental. The idea that culture has a gradual renewal was also prevalent in a study by Wei Zheng, Qing Qu, and Baiyin Yang (2009) in which they found that an organization has life cycles and that culture is dynamic (Appendix 1, Figure 4) (p. 159). Not only do organizations have life cycles, but there also are at least nine models of organizational life

cycles that differentiate in factors that show the characteristics of organizations over a period of time (Quinn & Cameron, 1983).

In agreement with Christiane Demers, Mary Jo Hatch (1993) believes that, from an interpretive framework, the evolution and gradual procession of culture can be classified as “cultural dynamics”. Hatch created a cultural dynamic model that proposes, “culture is constituted by manifestation, realization, symbolization, and interpretation processes” (Figure 5) (p. 661). Hatch’s study, along with Zheng, Qu and Yang’s study, supports the idea that culture is dynamic. The whole purpose of Hatch’s cultural dynamics model is to show how “all of the processes co-occur in a continuous production and reproduction of culture in both its stable and changing forms and conditions” (Hatch, 1993, p. 661).

The Corporate Culture

The concept of culture can be applied to any type of people group, whether it is a sports team, a club, a religious group or an organization. Corporate culture derives from the idea of an organizational culture’s intent, which Edgar Schein (1995) defines as “shared assumptions about the nature of the world in which it exists, how to survive in it, and how to manage and integrate relationships so that it can operate effectively and make life livable and comfortable for its members” (p. 223).

Corporate culture specifically applies to organizations such as companies, non-profits or businesses. Each of these organizations are essentially social institutions which have a culture that appropriately works for their organization, which is either a dynamic culture that is rapidly changing or a stable culture that provides predictability (Gorman, 1967). The appropriate culture that an organization has is their “corporate culture”.

Defining Corporate Culture

The definition of corporate culture varies just as the term 'culture' depending upon the scholar and the approach they take on a particular subject. Terrence Deal and Allan Kennedy (2000) believe corporate culture is comprised of a company's heroes, values, and networks, and is a "money-in-the-pocket investment" (p. 129). According to Lal Balkaran (1995), an accepted definition of corporate culture is "it represents a system of shared values and beliefs that interact with people, organizational structure, and systems to produce norms" and it consists of things such as management style, corporate identity, decision-making and beliefs (p. 56). Another perspective of corporate culture, proposed by Rafael Rob and Peter Zemsky (2002), states that corporate culture differs from culture of other groups because "there is an entity...that may want to influence the evolution of behavior in order to increase its profits (p. 249).

Although many variations of the term 'corporate culture' exist, corporate culture will be defined in the same context in which the term 'culture' was defined: an organizational context from a functionalist standpoint as seen through an interpretive lens. This leads to the proposed definition for corporate culture in relation to Starbucks: Corporate culture is comprised of the values, heroes, networks, rites and rituals, and symbols within a social institution for the purpose of creating shared meaning among members, both internally and externally, in order to achieve "success". Success is a relative term because the successes of a company vary depending on the market in which they are established.

Functions of Corporate Culture

Corporate cultures have four main functions: transmit learning, unite the organization, give meaning to members of the organization and handle strong emotions (Gorman, 1967). Since culture is both internal and external, these functions work both internally and externally in the

context of corporate culture. The functions of culture relate back to the characters that form an organization's cultural network. Each character helps to support at least one type of function within the corporate culture.

The first function of culture, transmission of learning, allows members of an organization to know how things work, how to act and how to discover values or strategies that are important within the organization. The second function is to unite the organization, which means there is a common purpose and common values among members of an organization. The third function, giving meaning to members of the organization, implies that members need to feel that they belong, but Gorman (1967) states how sometimes this meaning can develop an exclusion of management. The fourth and final function of corporate culture is handling strong emotions. This function draws back to the notion that each organization has a different corporate culture, meaning each organization will handle the emotions of their members, whether it is frustration, hope or fear, according to their corporate culture.

Elements of Corporate Culture

The elements of corporate culture determine the kind of culture a company possesses and represents the defining characteristics of a strong culture. The elements that define an organization's corporate culture are their business environment, values, heroes, rites and rituals, and cultural network (Deal & Kennedy, 2000). According to Deal and Kennedy (2000), "business environment is the single greatest influence in shaping a corporate culture" (p. 13). The business environment of an organization is the base of an organization that determines their market and what they must do in order to be successful. A study by Christian Cordes, Peter Richerson and Georg Schwesinger (2010) analyzed various business firms that possessed either an innovative and rapidly changing environment or a stable environment and found that

corporations call for different business environments due to their markets, which means each corporation has their own distinct corporate culture.

The second element of corporate culture is an organization's values, which is the core, or the heart, of an organization. Deal and Kennedy (2000) conducted studies of various companies, which proved that each company "had a rich and complex system of values that were shared by the employees" (p. 14). Just as business environments are tailored differently to form an organization's corporate culture, values are also tailored specifically towards an organization to create corporate culture. Values vary in organizations because they are made up of the personal values members of an organization hold. Antonio Argandoña (2003) conducted a study of the theory of values in organizations and concluded, "the development of organizational values is dependent upon personal values, but also on the organization's structure, rules and culture" (p. 25).

The third element of corporate culture is the heroes, or company role models, who hold true to the culture's values and are the people in charge who show others "'here's what you have to do to succeed around here'" (Deal & Kennedy, 2000, p. 14). An organization's or company's hero is predominantly the face of that company in the eyes of the people outside of the company's corporate culture. Many corporations have heroes, and Deal and Kennedy (2000) point out the many benefits that arise from a company who has a hero, or heroes.

In retrospect, there have been studies showing that have cautioned the use of corporate heroes. After exploring a company called Data-Disk Corporation, Alan Wilkins, Lee Perry and Alan Checketts (1990) found three problems with creating corporate heroes: some group-oriented cultures attempt to resist creating individual heroes, employees do not appreciate management telling them who their heroes should be and sometimes heroes are created whose

values do not align with management. Wilkins, Perry and Checketts (1990) agree that people need heroes and often create them, but their study led them to “disagree with much of the popular literature about corporate heroes” (p. 336).

Rites and rituals, which are the fourth element of corporate culture, can be defined as the day-to-day activity in an organization, which also operate as symbolic actions. According to Harrison Trice and Janice Beyer (1995), rites and rituals are, among other factors, “ideologies that make up the substance of a culture” (p. 227). Strong cultures tend to extensively elaborate on their rites and rituals to their employees (Deal & Kennedy, 2000). When the rites and rituals of strong cultures are evident, people “make use of other cultural forms...to heighten the expression of shared meanings appropriate to the occasion” (Trice & Beyer, 1984, p. 654).

Gazi Islam and Michael Zyphur (2009) conducted a study in order to expand on current theory about rites, rituals and ceremonies in organizations. Islam and Zyphur (2009), expanding upon the findings of Trice and Beyer, applied six different types of rites to actual cases in the workplace in order to prove that the study of rites and rituals from an organizational context provides important knowledge to the field of communication. According to Aaron C. T. Smith and Bob Stewart (2010), rituals have nine functions in organizations: providing meaning, managing anxiety, exemplifying and reinforcing the social order, communicating important values, enhancing group solidarity, including and excluding, signaling commitment, managing work structure and prescribing and reinforcing significant events (p. 117). Ultimately, rites and rituals play an important symbolic role in any organization's corporate culture.

The cultural network of a company is the last element of corporate culture. A company's cultural network consists of the informal communication between various members within an organization, which tends to be the primary source of information throughout an organization.

Not only does a cultural network provide the information, but they also apply significance or meaning to the information they spread and receive (Deal & Kennedy, 2000). Charlotte Sutton and Debra Nelson (1990) proposed that a cultural network can be categorized into a hierarchal pattern that shows the level of involvement of a manager, or CEO, the cultural element shared, and the communication medium by which the information is shared (p. 4). Deal and Kennedy (2000) point out seven characters that form an organization's cultural network: storytellers, priests, whisperers, gossips, secretarial sources, spies and cabals.

The storytellers are people, usually in a high, powerful position, such as a CEO, that interpret what goes on in a company. Priests are the people who tend to be a part of the headquarters staff and guard the company's values with seriousness and maturity. The whisperers of a cultural network know how to read the boss's mind quickly and accurately, and they get things done by creating a solid support system around them by staying involved with people in the organization. Gossips are the people in an organization that entertain. They know the events going on and embellish the company's stories. The secretarial sources are those one may go to first in order to understand what is happening in the culture. These people know what is going on at all times and the truth about day-to-day life in an organization. Spies are the loyal people who know all of the stories and who told the stories, but they never say a word to anyone because they know they will not move up in an organization. The final characters that make up a cultural network are the cabals. Cabals are a group of two or more people who plot to help each other somehow advance in an organization (Deal & Kennedy, 2000, p. 87-94).

Martin Baumüller (2007) conducted case studies on different businesses in the textile, automotive, and consultancy industries and found that many factors play a role in determining if an organization has a strong cultural network or weak cultural network. Every organization has

many, if not all, of the cultural network characters, but each character plays a large role in whether an organization has a strong cultural network or a weak cultural network.

Types of Corporate Culture

Terrence Deal and Alan Kennedy (2000) examined many corporations along with their environments and found that corporate cultures typically fall into one of the four culture categories: the tough-guy, macho culture; the work hard, play hard culture; the bet-your-company culture; or the process culture. W. Jack Duncan (1989) conducted a study through observation, interviews and questionnaires in order to determine what type of corporate culture a rehabilitation center for handicapped people fell under.

The first corporate culture type is “the tough-guy, macho” culture. This type is comprised of a large portion of the entertainment industry such as television, sports and movies, as well as organizations that fall under advertising, construction, the medical field and law enforcement. In this type of culture, there is a high-risk level, fortune is essentially made overnight and feedback is quick. Bottom line: this culture is the most grueling of the four corporate culture types (Deal & Kennedy, 2000).

The second type of corporate culture is the “work hard, play hard” culture. This type of culture eventually became a common phrase and motto to many institutions. An article by CBS discussed how this corporate culture term, originally used by companies such as Sun, Tandem and Cyrix, became an “informal motto of numerous institutions including Princeton University and the U.S. Air Force” (Tobak, 2010). Eventually, the Air Force launched a campaign called “Culture of Responsible Choices” which established the “work hard, play smart” motto instead of “work hard, play hard” because the mentality of the old motto was believed to create destructive behavior (AFNEWS, 2007). The industries that fall under this type of corporate

culture are real estate, automotive distributors, door-to-door sales, mass consumer-sales, technology and computers. This type of corporate culture has very little risk, feedback is quick, activity is in constant motion, persistence is imperative, fun and energy follow an intense workday and customers' needs are a high priority (Deal & Kennedy, 2000).

The third type of corporate culture is the "bet-your-company" culture. The industries that are categorized under this type of culture are capital-goods companies, investment companies, architectural firms, computer-design companies and large businesses. These types of industries face very high-risk and receive very slow feedback. Deal and Kennedy (2000) refer to this slow feedback as "slow-drip water torture" (p. 116). The "bet-your-company" culture places an important emphasis on decision-making because it could potentially cost an organization its future and an organization's investment is a large portion of their business.

The fourth type of corporate culture is the "process" culture. This corporate culture is a low-risk, slow feedback type. The industries that are identified under the "process" culture are certain government jobs, utilities companies, banks, financial services, insurance companies and pharmacies. The members in these types of companies focus on how they do something and not so much on what they do, which means they attempt to perfect the technique in their specified job field (Deal & Kennedy, 2000).

Deal and Kennedy's four types of corporate cultures should not be confused with Kim Cameron and Robert Quinn's (2006) four general organizational culture types, which are hierarchy, market, clan and adhocracy. Some studies utilize Cameron and Quinn's four organizational culture types, such as a study by Ülle Übius and Ruth Alas (2009), which looked at culture types as predictors of Corporate Social Responsibility.

Cameron and Quinn's (2006) first culture type is the hierarchy culture. This type of culture, based off of Max Weber's study of organizational culture, believes the keys to success are "clear lines of decision-making authority, standardized rules and procedures, and control and accountability mechanisms" (p. 37). The hierarchy culture scopes from anything to a U.S. fast-food chain such as Wendy's, large conglomerates such as Nissan or government agencies. Cameron and Quinn (2006) claim that hierarchy cultures are concerned with stability, predictability and efficiency and have a firm belief in effective leaders governing the organization because "procedures govern what people do" (p. 38).

The second type of culture is market culture. This type of culture, according to Cameron and Quinn (2006), values transaction costs, functions as a market itself and is concerned with the external environment rather than internal matters. The market culture is summed up best as this: "external environment is not benign but hostile, consumers are choosy and interested in value, the organization is in the business of increasing its competitive position, and the major task of management is to drive the organization toward productivity" (Cameron & Quinn, 2006, p. 40).

The third culture type, clan culture, acts as a family-oriented type of organization. Cameron and Quinn claim "shared values and goals, cohesion, participativeness, individuality, and a sense of 'we-ness' permeated clan-type firms" (p. 41). Ultimately, clan cultures value teamwork, view their customers as equal partners and "empower employees and facilitate their participation, commitment, and loyalty" (Cameron & Quinn, 2006, p. 41).

The fourth culture that Cameron and Quinn (2006) discuss is the adhocracy culture, or the dynamic culture. The goals of an adhocracy culture are to "foster adaptability, flexibility, and creativity where uncertainty, ambiguity, and information overload are typical (Cameron & Quinn, 2006, p. 43). This type of culture thrives on innovation and is in constant motion. A good

example of this type of culture would be the culture of advertising agencies. Cameron and Quinn (2006) believe that in this culture, “the glue that holds the organization together is commitment to experimentation and innovation. The emphasis is on being at the leading edge of new knowledge, products, and services” (p. 45).

Although corporate cultures can be categorized within Cameron and Quinn’s general organizational culture types, the corporate culture types created by Deal and Kennedy provide the context in which corporate culture is being defined.

Social Media

Social media is not necessarily a recent development, but the growth of social media has been rampant over the past few years. Few people realize that the first social network (SN) site, Classmates.com, was launched in 1995 ((Trusov, Bodapati, Bucklin, 2010), but SN sites did not become widely popular until recently. SN sites are defined differently, but Danah Boyd and Nicole Ellison (2007) define SN sites as “web-based services that allow individuals to...construct a public or semi-public profile within a bounded system,...articulate a list of other users with whom they share a connection, and...view and traverse their list of connections and those made by others within the system” (p. 211). A more general definition is presented by Andreas Kaplan and Michael Haenlein: “Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (p. 61).

Many social media users utilize SN sites for their own personal use, but corporations and businesses have begun to operate SN sites and social media tools for “content generation, community building and harnessing information” (Vuori, 2012, p. 157). According to Michael Stelzner (2012) in a social media marketing report, 83% of marketers firmly believe that social

media is vital for their business because it generates more business exposure, increases traffic and provides insight in the marketplace. In Mervi Vuori's (2012) study, he found that most corporations and businesses use social media, in an external sense, to engage with their customers, build online communities and heighten communication related to the brand. A few of the top SN sites businesses are using are Facebook, Twitter and YouTube.

Facebook

Facebook, founded in 2004 by Mark Zuckerberg, is a platform that provides a network of connection. "Facebook promotes communication within various social networks via a customizable user interface and a variety of compatible applications to further personalize the experience" (Safko & Brake, 2009, p. 452). The statistics for Facebook users and usage is astonishing. An infographic released by Infographic Labs and posted by Lucy Hodgson (2012) indicates that Facebook currently has 845 million active users, Facebook users share over 100 billion connections and Facebook has doubled its revenue in 2011 by making over \$1 billion.

Facebook can be used for a variety of purposes in the business world including: "networking, locating business leads, as a method of intercompany communication, as a platform to organize and track events, and as a medium to provide updates between organizations and departments" (Safko & Brake, 2009, p. 452). A recent survey indicated that 84 percent of the 200 fastest-growing private U.S. companies believe Facebook is extremely helpful (Van Sack, 2012). According to Valerie Champoux, Jule Durgee and Lauren McGlynn (2012), Facebook in corporations is becoming progressively vital to corporate communications strategies, which means it is important for corporations and businesses to have a plan in place in case of a social media crisis. A study by Sam Dekay (2012) was solely dedicated to see how large organizations respond to negative Facebook comments and he firmly believes organizations are not adopting

strategies that “translate negative comments into useful opportunities for communication” (p. 295). Dekay (2012) stated that Facebook presents “an opportunity for businesses to engage in real-time conversation with customers...however, the censoring of unfavorable comments and the refusal to respond to published negative feedback do not promote conversation” (p. 295).

Twitter

In March 2006, Twitter erupted onto the social networking scene, and Experian (2012) indicates that it currently ranks third on the “Top Social Networking Websites”, below Facebook and YouTube. Twitter can be defined as “a microblogging service that allows users to follow each other and to post or ‘tweet’ a message with a strict 140 character limit” (Curran, O’Hara & O’Brien, 2011, p. 1). Originally, Twitter was created by Jack Dorsey, Evan Williams and Biz Stone and used internally as a research tool for Obvious, LLC (Safko & Brake, 2009). Currently, the sole purpose of Twitter, according to Safko and Brake (2009), is to “enhance communication” (p. 535).

Twitter, just like Facebook, has grown rapidly over the last few years. According to an Infographic released in 2012, there are currently over 465 million Twitter accounts, with 107.7 million of those Twitter accounts residing in the U.S. (Hodgson, 2012). The growth statistics of Twitter show that 11 Twitter accounts are created every second, one million Twitter accounts are added each day and Twitter’s projected advertising revenue by 2014 is \$540 million (Hodgson, 2012). According to Safko and Brake (2009), businesses are beginning to utilize Twitter “as a free marketing research service and for feedback on products and services” (p. 536).

For businesses, Twitter essentially acts as a public relations practitioner. Dawn Gilpin (2011) suggests that Twitter serves a plethora of services such as “information sharing, networking, and establishing professional expertise” (p. 232). One of the main purposes though,

according to Gilpin (2011), is a “conscious decision to share only that information which brings the greatest gain, in terms of social capital or professional reputation” (p. 244). A study conducted by Carl Case and Darwin King (2011) shows that 54 percent of Fortune 50 firms have Twitter accounts and 20 percent of the firms have multiple Twitter accounts. Ultimately, microblogging and the utilization of Twitter seem to play a significant role in large corporations.

YouTube

“YouTube is an online video-sharing site that allows users to upload and share video clips on the Internet through web sites, mobile devices, blogs, and e-mail” (Safko & Brake, 2009, p. 529). According to statistics that YouTube (2012) released, 72 hours of video are uploaded every minute; 100 million people “like”, “share” or “comment” on videos every week; 500 years of YouTube video are watched on Facebook each day and over 700 years of YouTube videos are shared via Twitter every minute.

YouTube is another SN site that businesses are beginning to realize possesses great value. Catherine-Gail Reinhard (2009) explains how YouTube has the ability to create opportunity for marketers to reach consumers who are looking for information on brands, products or services, but not all businesses have perfected this. Reinhard (2009) then claims, “brands that achieve long-term success on YouTube are the ones that consistently and frequently publish refreshing content that has intrinsic value for audiences online” (para. 3). Ultimately, because of the advances YouTube has made since being purchased by Google and becoming a more professionally generated site, “industries have shown a deep interest in monetizing it” (Kim, 2012, p. 56).

Role in Corporations

Social media's role in corporations is becoming extremely important. "Social media is affecting behavior and nothing is more important than the ability to influence decisions and ultimately behavior. [Social media] is about how people are spending their time, interacting and connecting with one another, and what happens as a result" (Solis, 2011, para. 3). According to "The Social Media Report" by Nielsen (2011), social media has a dominant influence on consumer behaviors, both offline and online, which means brands, advertisers and retailers need to understand how various consumer segments receive and share content. Nielsen (2011) states that about 23% of time spent on the Internet is spent on SN sites and Blog sites.

The feeling of "trust" and "oneness" that social media provides on a personal level is now transcending into the corporate world as well. According to Clara Shih (2011), "because of the identity profile and relationships, social networking sites feel personal. And they are breathing new life into corporate branding identities" (p. 38). Research companies such as Nielsen and Forrester prove that the social web is providing a feeling of trust for consumers, which allows companies to "take advantage of the trusted environment to better convey corporate identity, values and initiatives, and win back the hearts and minds of their audiences" (Shih, 2011, p. 38). Overall, the importance of social media in corporations is best explained by Shih (2011), who believes that corporations are being forced into becoming "Customer-centric".

Cultural Approach to Organizations Theory

The cultural approach to organizations theory is rather ambiguous, encompassing the interpretive approach of Clifford Geertz purposefully applied to Michael Pacanowsky's "cultural insights to organizational life" (Griffin, 2006, p. 289). As stated previously, culture and corporate culture can be viewed from various perspectives and interpreted differently. In an interview,

Geertz reinforces the idea that his approach is just one perspective by claiming, “it is a perspective, not a discipline...interpretation in my view is fundamentally about getting some idea of how people conceptualize, understand their world, what they are doing, how they are going about doing it...” (Panourgiá, 2002, p. 422).

Geertz's explanation for culture was strictly anthropological, and he believed that culture is the webs of significance that man spins himself in and in order to reach the center of the webs, “an outsider must discover the common interpretations that hold the web together” (Griffin, 2006, p. 289). Many of Geertz's works require a notion of interpretation in order to understand them, but in a study by Mark Schneider, Schneider (1987) claims that Geertz almost seems to be leading into a functionalist conclusion at times. The cultural approach to organizations theory originated with the interpretive approach of Clifford Geertz, but Michael Pacanowsky, a former professor of University of Colorado, added to Geertz's definition of culture by stating, “if spun webs imply the act of spinning, then we need to concern ourselves not only with the structures of cultural webs, but with the process of their spinning as well” (Pacanowsky & O'Donnell, 1983, p. 129). This “process” is communication (Griffin, 2006, p. 289).

Essentially, Clifford Geertz established a general, interpretive definition of culture and Michael Pacanowsky expanded upon Geertz's definition in order to apply it to a specific type of organizational culture, which in this study is Starbucks' culture. Pacanowsky believes culture is not limited to a single variable. “Organizational culture is not just another piece of the puzzle; it is the puzzle. From our point of view, culture is not something an organization has; a culture is something an organization is” (Griffin, 2006, p. 290). Because culture is not limited to a single variable, one cannot deny the fact that subcultures and countercultures are formed within the overarching culture of an organization. The cultural approach to organizations involves four

overlapping, abstract concepts that provide the framework for this theory: cultural performances, culture as a metaphor, symbolic interpretation and cultural change (Griffin, 2006).

Cultural Performances

Originally conceptualized by Geertz (1973), cultural performances were seen as “an ensemble of texts... which the anthropologist strains to read over the shoulders of those to whom they properly belong” (p. 452). From the same anthropological mindset, Kristin Valentine and Gordan Matsumoto (2001) define cultural performances in a more modern sense as “those repeated and significant actions that are deemed by custom or authority to be appropriate for a particular occasion, thereby giving a sense of unity to the participants and to their actions” (p. 70). In a study by Siew Kim Jean Lee and Kelvin Yu (2004), they sought to investigate relationships between culture and performance and found that many early culture-performance studies strictly focused on traits or values and their effect on performance in a company.

The cultural approach to organizations utilizes Geertz's initial meaning of cultural performances and applies the meaning to Pacanowsky's focus of cultural performances. Pacanowsky, from an organizational context rather than an ethnographic context, believes that job performance plays a role in culture and the actions members carry out reveal the organization's culture to themselves and those around them (Griffin, 2006). Pacanowsky acknowledges all cultural performances, but he places emphasis on three forms of communication that he believes embody the shared meaning within organizations: “imaginative language members used, the stories they told, and the nonverbal rites and rituals they practiced” (Griffin, 2006, p. 292). An organization's possession of cultural performances is unique within their corporate culture because each organization uses language, tells stories and practices rites and rituals in a way that is specifically designed to work within their organization's culture.

According to Pacanowsky and Nick O'Donnell Trujillo (1983), cultural performances are interactional, contextual, episodic and improvisational. Performances are interactional, meaning there are multiple participants; contextual, which implies that performances are embedded historically and situationally; episodic, which insinuates that although performances are not set in stone, they provide unity; and improvisational which means members are not rigidly scripted.

Culture as a Metaphor

Cultural metaphors within an organization are the specialized language used by members throughout an organization. Gareth Morgan (2007) claims that metaphors represent a way of thinking and seeing, which is a way people understand the world. Clifford Geertz (1973) was the originator of the concept of a cultural metaphor in reference to descriptors of cultures, specifically national and ethnic cultures through his use of cockfights as a cultural metaphor for Bali. Martin J. Gannon (2009) conducted a study that analyzed various texts that utilize cultural metaphors focusing on national cultures and found that although there are strengths and weaknesses, ethnic and national culture studies can provide education through using a cultural metaphor method. Cultural metaphors not only can provide an educational aspect in cross-cultural studies, but a study shows how cultural metaphors in ethnic servicescapes are able to enhance consumer pleasure when they are able to culturally identify them (Elliot, Cherian, & Casakin, 2011).

Once again, Pacanowsky applied Geertz's concept of the cultural metaphor towards organizational studies, specifically corporate culture, rather than cross-cultural studies. Cultural metaphors became popular in the corporate culture world in the 1980's due to business leaders' passion to transform the organization through interpretation and the Japanese' successful corporations driven by cultural value of loyalty to their corporation and each other (Griffin,

2006). Pacanowsky presents a detailed explanation of his personal experience of cultural metaphor use while working at W. L. Gore & Associates for nine months. He explains how cultural metaphors were used in relation to the company's principles, references and objectives, as well as the organization's member's job titles (Pacanowsky, 1988). Ultimately, Pacanowsky's personal case study, as well as other cultural studies, shows that cultural metaphors are of high importance for the discovery and communication of corporate culture (Griffin, 2006).

Symbolic Interpretation

From the context of the cultural approach to organizations theory, symbolic interpretation refers to symbolization of stories because stories that are constantly being shared "provide a convenient window through which to view corporate webs of significance" (Griffin, 2006, p. 293). Stories can be categorized as a narrative that dramatizes the life in an organization, or stories can be conveyed through fictional writing (Griffin, 2006). Pacanowsky claims that corporate stories, personal stories and collegial stories are the three narrative types that help shape an organization's culture (Griffin, 2006). The purpose and reinforcement of the symbolism of a story to an organization's culture was creatively defined by Elizabeth Briody, Tracy Pester and Robert Trotter (2012): "Stories can be used to reinforce core cultural ideals much like the reinforcement produced by urban myths for adults and fairy tales for children" (p. 68).

Cultural Change

Because the cultural approach to organizations is based on an interpretive framework, many people will have different perspectives on certain aspects of culture: one of these being cultural change. Cultural change does not only refer to a shift in culture within an organization, but it could refer to a creation of culture. Cultural change in the context of a cultural approach to organizations specifically addresses the question, "Can culture be created or changed?" And if

so, should it be? The members creating or shifting the change, according to Geertz and Pacanowsky, are the executives or managers of companies (Griffin, 2006).

Geertz believes that all members of an organization contribute to shared interpretations, not just leaders of the organization (Griffin, 2006). Symbolic anthropologists have created the “look, admire, but don’t touch” motto when approaching the concept of cultural change (Griffin, 2006, p. 297). This motto, held by Geertz and other symbolic anthropologists, means that management plays a role in culture, but should not use power to attempt to create culture or create a shift in an organization’s culture. Management engages in symbolic behaviors, but they should create those behaviors for other members of an organization. Ultimately, they believe that culture cannot be controlled.

Golnaz Sadri and Brian Lees presented an opposing view of cultural change. The authors claimed that corporate culture, once understood by management, “must decide how the culture should be changed in order to improve results” (Sadri & Lees, 2001, p. 858). Sadri and Lees (2001) believed that not only can management form or change an organizations corporate culture, but also that management should seek cultural change in order to reach the desired culture of an organization.

One study on cultural change in corporations, conducted by John Hendry and Veronica Hope, analyzed the problem organizations have implementing cultural change. Hendry and Hope (1994) dissected the problem and broke the problem up into components: organizations recognizing a need for change, the difficulty of carrying out cultural change, types of cultures organizations attempt to implement and the role of culture in organizations in reference to what the people hope to achieve through cultural change. Ultimately, Hendry and Hope (1994) believe cultural change “can only be sharpened when culture becomes an instrument of control” because

“innovation and cultural control have been the common components of cultural change initiatives” (p. 404). The idea of cultural control is also discussed in a study by Baruch Shimon (2011), but is specifically geared towards global corporations.

Applications of Theory in Various Studies

Many studies have applied Geertz and Pacanowsky's theory to specific aspects of organizations, but there is not much literature that examines and explores a full-blown analysis of an organization's culture (Pacanowsky & Trujillo, 1983). In a study by Gary Hamilton and Nicole Biggart (1988), they also found that many cultural studies do not elaborate on corporate culture, which is one reason I chose to study Starbucks using the cultural approach to organizations theory.

Two organizations that were studied through a cultural approach were Toyota, specifically managerial values to understand the “Toyota Way” culture (Marksberry, 2011), and Jack Daniel's, which focused on branding and the idea that “brands transform emergent culture into dominant norms” (Holt, 2006, p. 355). Holt (2006) also mentions that brands can be viewed as symbols in some cultural disciplines, especially in the case of iconic brands such as Coke, Nike, Apple and Starbucks, which aligns with the symbolic perspective that Geertz and Pacanowsky hold. A study by Thompson and Arsel (n.d.) was conducted over a two-year time period and discussed Starbucks using a cultural approach, but the authors focused on using Starbucks' physical environment as a reference of comparison to define local coffee shop cultures.

The cultural approach to organizations theory is also applied to cultures in general, with no emphasis on corporate culture. Many studies have used the cultural approach in order to study cultures of a plethora of topics including television-genre theories (Mittell, 2001), baseball and

the ballpark culture (Trujillo, 1992), mediated citizenship (Jones, 2006) and branding, specifically in the global marketplace (Cayla & Arnould, 2008). Once again, each study discussed a specific type of culture, but not an organization's culture as a whole.

Critique of Theory

Although many people study organizations through a cultural approach, there will always be people that claim this approach is problematic. A study by Mats Alvesson (1985) is solely focused on questioning a validity problem with the cultural approach and redirecting the focus of the approach. David Knights and Hugh C. Willmott also agreed with Alvesson by claiming that a realization for a redirection of focus when approaching organizations is important. Knights and Willmott (1987) focused on a "lack of a *critical* edge [that] prevents recent anthropologically influenced research on organizations from posing any real challenge to its more quantitative predecessors" (p. 41). Essentially, Knights and Willmott believe that a quantitative approach contains more substantial results in researching an organization than a qualitative, or symbolic, cultural approach.

Others believe that the cultural approach is a solid foundation in studying organizations because it creates an understanding of how an organization's culture functions effectively and all that it entails (Griffin, 2006). Although there is much controversy and disagreement over the use of a cultural approach to organizations, William G. Ouchi and Alan L. Wilkins (1985) defined the use of various approaches best by claiming, "we can expect the study of organizational culture to be marked both by dissension and by creativity" (p. 479).

Starbucks

"Starbucks didn't invent coffee, of course; it just did something with it that no one thought possible" (Clark, 2007, p. 8).

Although Howard Schultz is accredited as the originator of Starbucks Coffee Company, which is emblematically true, the first physical store was created by three Seattle residents: Gordon Bowker, a writer, Jerry Baldwin, an English teacher and Zev Siegl, a history teacher (Bussing-Burks, 2009) While Bowker, Baldwin and Siegl operated Starbucks in Seattle in 1983, Schultz was touring coffeehouses in Milan, which marked the inspiration of Schultz's love for perfecting the creation of espresso. Starbucks first opened in 1971, but was not recognized as the symbolic Starbucks Coffee Corporation of today until 1987 when CEO Howard Schultz merged his company at the time, Il Giornale, with Baldwin and Bowker's company, Starbucks, to form the Starbucks Corporation (Bussing-Burks, 2009), which is now Starbucks Coffee Company.

Starbucks became well known for its high-quality specialty coffee and began expanding at a fairly rapid pace. Not only was the expansion rapid in the U.S., but there was also rapid global expansion beginning in Tokyo in 1996 and continued into large markets around the world in areas such as Australia, Canada, Germany, Japan, Russia and many others; each market had adaptations that applied to their specific market culture (Bussing-Burks, 2009). Currently, Starbucks owns over 17,000 stores in 55 countries (Starbucks, 2012). There was a moment during Starbucks' expansion when Starbucks began to change the coffee industry. Bryant Simon (2009) devotes his book to discussing the "*Starbucks moment*", which he claims was the moment when Starbucks and latte sales increased and buying acted as "the nation's economic engine" (p. 1). Simon (2009) even mentions that although Starbucks was not as important as companies such as GM, Starbucks was "equally emblematic" (p. 1). Starbucks essentially created the milestone for gourmet beverages. According to Martin Snyder (2006), the gradual and undeniable spread of gourmet beverages can be attributed to the "Starbucks effect", which is the notion that more

consumers began creating traffic towards gourmet coffee shops rather than brewing coffee at home or stopping at gas stations (p. 70).

The vast expansion of Starbucks and the “*Starbucks moment*” is not solely attributed to their high-quality coffee, entertainment or even their wide-range of espresso drink combinations, but it is contributed to the “*Starbucks experience*”. Starbucks became renown for the high value they placed on their customers, their commitment to their values and because of this; the “*Starbucks experience*” began to saturate the Starbucks culture. Schultz and Yang (1997) explained that “at Starbucks, our product is not just great coffee but also what we call the ‘Starbucks experience’: an inviting, enriching environment in our stores that is comfortable and accessible, yet also stylish and elegant” (p. 251).

Starbucks Studies

Many studies have contributed knowledge and insight to some aspect of Starbucks through a specific angle or perspective, which ranges from anything to a business perspective, a cultural perspective or a marketing and branding perspective. Greg Dickinson (2002) studied Starbucks through a rhetorical analysis and found that Starbucks, the largest chain of coffee shops in the world, has become “a cultural institution that filters through a range of other popular discourses including journalism, film, television, and novels” (p. 7). Dickinson (2002) pushes the notion of the cultural concepts of Starbucks to a new level by stating “Starbucks, as a globalized consumer institution whose green logo seems to be colonizing coffee across the world, serves as a very visible and constitutive element of the context to which it responds” (p. 10). A study by Joan Marques (2008) sought to illustrate spiritual performance of a global corporation by examining three angles of Starbucks’ performance: suppliers and societies, employees and customers. Marques’ (2008) study held the viewpoint that Starbucks is a spiritually performing

entity and reflected how spiritual performance was used towards suppliers and societies, customers and employees.

Starbucks cultural concepts are globally renown. A study conducted by Meera Venkatraman and Teresa Nelson (2008) found that Chinese consumers identify the Starbucks experience as “American” and although their Starbucks experience is not in the United States, the Chinese consumers believe “Starbucks has a distinct identity associated with the United States...reflected in terms of lifestyles, décor, and business practices (p. 1019-20). The concept of Starbucks brand recognition being globally renown is also evident in a study by Anders Bengtsson, Fleura Bardhi and Meera Venkatraman (2010), which found that consumers identify with brands differently at home than abroad when they travel. The most recent study on Starbucks, conducted by Bryan Seaford, Robert Culp and Bradley Brooks (2012), discussed the history and growth of Starbucks and touched upon a few of Starbucks’ competitors such as Dunkin Donuts, McDonald’s and Panera. The purpose of Seaford, Culp and Brooks’ (2012) study was to evaluate Starbucks’ position in marketing and branding by reviewing Starbucks’ marketing strategies, how they evolved and the effects of their strategies.

Many studies that reference Starbucks are not even necessarily about the Starbucks Coffee Company, but they use Starbucks as an example to prove or disprove a point they attempt to make. Dianne Welsh, Peter Raven and Nasser Al-Mutair (1998) used Starbucks’ expansion into Kuwait as a framework to contemplate small business and entrepreneurship issues such as culture, marketing channels, cross-cultural marketing and gender. Another study referencing Starbucks used Starbucks Coffee Company as an example of the importance of tapping into the desires of customers in order to create a successful business (Anonymous, 1995). Allan Su, Wen-Bin Chiou and Ming-Hsu Chang (2006) also used Starbucks as a reference in their study in order

to examine the impact the of western culture adoration on coffee consumption in Taiwan. By looking at Starbucks, Su, Chiou and Chang (2006) found that western culture adoration played an enormous role in determining Taiwanese consumer's preferences and decisions when it came to coffee consumption. Rudolf Gaudio (2003) also used Starbucks as a framework for his study in order to examine the idea of "coffeetalk", which is the conversation that occurs and is commercialized in regards to consumption of coffee, space and other commodities.

Starbucks and Social Media

Although social media is still a fairly recent development, or at least recent in its usage, studies have been conducted that relate organizations and social media. John Gallagher and Sam Ransbotham (2010) conducted an in-depth case study of Starbucks using a 3-M framework (Megaphone, Manget, Monitor) for customer dialog management in order to understand the changing interaction between customers due to social media. Gallagher and Ransbotham (2010) identified challenges social media introduce and provided guidelines that may assist large corporate firms when navigating through social-media-based customer dialog. An article by Douglas Quenqua (2010) discussed Starbucks social media initiatives and their digital strategy, which includes Facebook, Twitter, YouTube and the Starbucks website. Quenqua (2010) points out how Starbucks, unexpectedly, became one of the most renowned brands in social media, exceeding Coca-Cola in Facebook fans, and was "ranked the world's most engaged brand online by San Mateo, Calif.-based strategy consultancy Altimeter Group" in July, 2009 (p. 23).

Although Starbucks has a strong, successful social media presence, they have learned that you cannot control social media or the conversations that social media engages. Lon Safko and David Brake (2009) point out the site "www.starbuckgossip.typepad.com" where Starbucks employees

and customers were able to rant about the company's policies, customer behaviors, etc., which created a sense of paranoia for Starbucks as a company.

Starbucks Culture

Not only have many studies been devoted to the phenomena of Starbucks, but also a large amount of books have been written about the history, origin and culture of Starbucks. Marie-Bussing-Burks (2009) wrote a book that analyzed Starbucks' culture that entailed their origins, social responsibility, growth, finances, competition, controversies and future of the company. Joseph Michelli's (2007) book was in an-depth analysis of five principles that embody the "Starbucks experience". Taylor Clark's (2007) book was divided into two parts: the rise of Starbucks as a coffee company and criticisms that people throw towards Starbucks. In her book Kim Fellner (2008) also elaborates on the criticisms people view towards Starbucks, but claims, "Starbucks, with its coffee-centric culture and relentless visibility, has become a public icon; and its success, visibility, and self-ascribed probity invite scrutiny (p. 3). Along with these books, there are three others that were written by people in management positions, which give more of a detailed description of what Starbucks is truly about (Schultz & Yang, 1997; Behar & Goldstein, 2007; Schultz & Gordon, 2011).

Rationale for Approaching Starbucks Interpretively

When approaching organizations, two interpretive methodologies are sufficient in analyzing and understanding an organization's culture. The interpretive methodology that will be applied to Starbucks is a textual analysis approach, which "involves the analysis of documents or transcripts one obtains from organizations" (Meyer, 2002, p. 473). This enables a symbolic conceptualization of Starbucks that brings forth key themes and values of the Starbucks culture

through the analysis of organizational texts, press releases, blogs and documents that are either print or web-based.

The ultimate goal of an interpretive analysis is to “exploit the embodiment of an organization’s culture and to provide further understanding of an organization and its symbolic uses” (Bryman, 1991). According to John C. Meyer (2002), an interpretive assessment is a useful approach because it highlights “the symbolic web spun by organizations” and enables members of an organization to become “culturally aware”, which is not an easy task (p. 477). The purpose and explanation of approaching Starbucks culturally will be thoroughly elaborated on in the methodology section to answer the following research questions:

RQ 1: Are the founding principles of Starbucks evident in their organizational culture today?

RQ1_A How does Starbucks portray their culture on their website?

RQ1_B How does Starbucks portray their culture on their social media sites?

Chapter 3: Methodology

The literature review provided a framework of studies that have used the cultural approach to organizations through various meanings of culture and corporate culture. Considering culture and corporate culture are concepts that are largely based on interpretation, it is sensible to study the culture of Starbucks through the use of a qualitative methodological approach.

Qualitative research methods are built upon a wide-range of interpretation that involve legitimate purposes, which are a source of strength as well as a source of confusion (Drisko, 2005). The concept of qualitative research cannot be concretely defined, but Norman K. Denzin and Yvonna S. Lincoln (2005) claim, "Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. Qualitative research involves the studied use and collection of a variety of empirical materials" (p. 3). One way to think about qualitative research, as presented by Lisa Joniak (n.d.), is to imagine this type of research as resembling "a patchwork quilt, built piece-by-piece using perspectives and methods from just about every stop along the social scientific spectrum" (p. 3).

Although qualitative research can vary in definition, expression and the set of procedures used, James W. Chesebro and Deborah J. Borisoff (2007) found five characteristics that are common in all qualitative research studies: natural setting, research as a participant, subject-based communication, subject intentionality and pragmatism. A study by Kenneth N. Cissna (2010) discusses seven various qualitative studies that each used a different qualitative methodological strategy, but were considered qualitative because of the characteristics of the studies. Each study selected a specific qualitative methodological approach dependent upon their focus of study.

Ultimately, qualitative research seeks to find the *meaning* of things and attempts to “make an association between an entity being studied and some analogy, interpretation, or abstract pattern” (Cochran & Dolan, 1984, p. 29). Qualitative methods emerge from the inquiry itself and seek to not impose, but to engage in the focus of the study (Arnett, 2007). The purpose of studying Starbucks from a qualitative standpoint was to find the meaning of Starbucks internal culture in order to understand, interpretively, how Starbucks culture is portrayed by their social media sites through the use of a rhetorical analysis.

Rhetorical Analysis

This study used a rhetorical analysis approach of Starbucks culture in order to answer the research questions presented. There has not been much literature devoted to studying organizations as a whole, especially their culture from a rhetorical standpoint. Not only is “the gap between culture studies (CS) and rhetorical studies (RS)...not nearly so wide as might be supposed” (Rosteck, 2001, p. 51), but also “rhetoric and cultural studies engage in a mutually beneficial dialectic” (Scott, 2003, p. 349). A study by Dale Cyphert (2010) rhetorically analyzed business speech in order to understand the influence of corporate rhetoric, and a study by Conrad Charles (2003) discussed government’s role in corporate performance. A rhetorical approach is becoming more commonplace in studies dealing with corporate issues, institutions and concepts.

“Rhetoric is the study of symbols and how they are used to influence” (O’Donnell, 2007, p. 138). Victoria O’Donnell (2007) expresses how *meaning* is a core concept in cultural studies and how symbols themselves do not hold meaning, but each person interprets symbols according to their own experiences, values, and lifestyles. Both CS and RS put emphasis on symbols and how meaning does not reside in the symbols themselves, but the people who interpret them (O’Donnell, 2007). Consequently, a rhetorical analysis of Starbucks culture was the most

suitable framework for this study because it allows one to grasp insight on the “symbols” transmitted by the Starbucks management through their website, social media sites and Howard Schultz’ book “Onward”, all of which constitute Starbucks’ internal culture. These symbols constitute the Starbucks culture as a whole.

Qualitative researchers always play a specific role in their studies by either immersing themselves completely within their topic of study, observing their topic of study or using documentation. In this specific study, an immersion into Starbucks was not necessary because it is a rhetorical analysis. Since this study was conducted through a rhetorical analysis, the analysis was comprised of textual, physical materials. This signified that there was not a specific natural setting in which this study took place. All of the materials that were analyzed were analyzed through an interpretive lens in order to understand the Starbucks culture and to answer the research questions presented.

The reason for analyzing Starbucks was because there are many coffee-lovers who are consistent consumers of Starbucks. Starbucks is a very successful company that has essentially changed the gourmet coffee industry. Personally, the researcher believes Starbucks itself did not change the industry, but the culture of Starbucks did. For these reasons, the researcher wanted to study the Starbucks culture as a whole and discover exactly what the Starbucks culture is and the dynamic it plays within the corporate world. Due to the fact that the researcher is a consistent Starbucks consumer, a certain bias has shaped the way in which the information is interpreted.

Data Collection

The types of data collected in this study were all public qualitative documents concerning Starbucks. The public documents consisted of the Starbucks corporate website, Howard Schultz’ book “Onward” and Starbucks’ social media sites: Facebook, Twitter and YouTube. Starbucks

manages multiple Twitter accounts, but the only Twitter account that was analyzed was their dominant account: @Starbucks. The observations of the Facebook page, Twitter account, Website homepage and YouTube page occurred in a one-week time period. Information for the Facebook page, YouTube page and website were documented through daily screenshots and all Tweets were documented through an online tool, Tweet Archivist, in order to archive and analyze the data. Tweets were sifted through by deleting ReTweets, duplication tweets and tweets that were in languages other than English. All of the data was collected from November 1, 2011-November 7, 2011 due to the fact that the Presidential Election occurred during this time period as well as the beginning of the Starbucks' Holiday drinks season, which meant there would be a high increase in social activity and interaction on all media platforms.

The analysis of Howard Schultz' book "Onward" was documented by distinguishing key themes that were present throughout the entire book. Also, documentation was conducted of how many times Schultz used the term 'culture', or 'corporate culture', due to the fact that the whole book emphasizes the roots of Starbucks, which embody the core culture of Starbucks as a whole. By reading through Schultz's book, various categories were created, which represent the values Starbucks, as a company, holds, which acted as the foundational principles for Starbucks culture.

The observational approach to documents and social media sites was a strong choice because this type of "interpretation holds a key to the meaning of the underlying lived cultural group" (Onwuegbuze, Leech, & Collins, 2010, p. 719). Also, reviewing documents helps to portray the values and beliefs of participants (Marshall & Rossman, 2006), which is exactly what the researcher sought to find in this study. Observational data also helps to understand the importance of contextual factors, is a good tool for description and helps to provide firsthand experience (Data Collection Strategies, n.d.).

Data Analysis and Interpretation

The goal of this data collection was to utilize each piece of data to determine a better understanding of the culture of Starbucks as a whole. The data analysis of public documents and the observations of social media sites were analyzed in order to grasp the concept of the management of Starbucks, which personifies their internal culture, and pick out their defining themes.

The process of coding in this study was not carried out in the final stages of the research, but was continuously coded throughout the entire study. Qualitative data analysis is “an all-encompassing activity that continues throughout the life of the project” (Basit, 2003, p.145). Each piece of data collected in this study was manually coded, or transcribed, in order to condense and classify the information into themes that define, or are perceived as defining, the culture of Starbucks. According to Ellen Taylor-Powell and Marcus Renner (2003), themes can be coded in two ways: identifying the themes before categorizing the data, which is preset categories, or read through the documents first and conceive themes from the data, which is emergent categories. Occasionally, a combination of these two categories may be used.

For this particular study, a mixture of preset categories and emerging categories was used. Some preset categories, such as Brand, Staff and Product were set when approaching these observations and documents. Each of these preset categories was established in order to find emergent themes that would occur in the documents and observations. Additional categories such as Charity, Personal and Election later emerged after analyzing each piece of data. Each piece of data, as stated previously, was recorded manually and digitally through various descriptions, tweets, and screenshots that coded into specific themes. Each of these themes will

be represented in the Results portion of this study through the use of detailed thematic discussion of Starbucks internal culture, discussion of interconnecting themes and visual representations.

The interpretation of this data will give insightful information on Starbucks' culture as a whole. The interpretation seeks to find a deeper meaning into the actual Starbucks culture and pose future questions in regards to the role that social media plays in corporate culture. The meaning of this data will derive from past literature on culture and corporate culture as well as the present day corporate culture.

Verification

Verification of this study was established through three factors: reliability, validity, and generalizability. Each factor involved strategies that were implemented in order for the study to be authentic and credible.

Reliability, or dependability, is "the degree to which different observers, researchers...make the same observations or collect the same data about the same object of study" (Gibbs, 2007, p. 151). The strategy that was implemented to verify reliability is a detailed report and in-depth coverage of the data, which included spreadsheet data, screenshots and descriptions. Also, the research design and implementation was described, the operational detail of data gathering was addressed, and a reflection will be given that evaluates the effectiveness of the process of the study (Shenton, 2004).

Validity, or credibility, ensures that what one is studying in actuality measures or tests what is intended (Shenton, 2004). The following strategies were implemented in order verify credibility of this study:

1. Development of an early familiarity with the culture of Starbucks. I have done much research on Starbucks prior to this study and I have also been a consistent Starbucks

consumer over the past years.

2. Triangulation. Various methods were used in order to collect data.
3. Detailed description of the data being collected. This description “can be an important provision for promoting credibility as it helps to convey the actual situations that have been investigated and, to an extent, the contexts that surround them” (Shenton, 2004, p. 69).

Generalizability, or transferability, is “the degree to which it is justifiable to apply to a wider population explanations and descriptions that research has found apply in a particular sample or example” (Gibbs, 2007, p. 149). In this case, generalizability refers to the notion that someone could easily transfer the methodology of this study of Starbucks to another large corporation or organization such as Coca-Cola, Nike, or Apple. The following strategies were implemented in order to verify generalizability: the organization’s name, the data collection methods used, the number of public documents analyzed, the number of social media sites observed and the time period in which the data was collected.

Chapter 4: Results

Schultz's "Onward"

Howard Schultz book, "Onward: How Starbucks Fought for Its Life without Losing Its Soul", is essentially the heart and soul of Starbucks Coffee Company expressed through the eyes of their passionate and dedicated CEO. While reading through Schultz' book, the text seemed to embody the absolute core of not only what Starbucks' culture is, but also what Starbucks' culture strives to be – every single day. After analyzing "Onward", the research indicated that Starbucks' culture is a complex, widespread phenomena that can be broken down into a few foundational principles that guide their everyday thoughts, actions, beliefs and decisions in order to do the following: create personal and emotional connections with consumers through high-quality coffee, day-to-day conversations and authentic customer service within each local community.

Although "Onward" gives an in-depth look of the process Starbucks went through as a business, the decisions made to rise above the declining economy and the key turning points throughout their global expansion, this analysis specifically focused on the cultural aspect of Starbucks. This study was not concerned with each tedious detail and description of various events in the book, but rather more concerned with the meaning behind the decisions and details from a cultural standpoint – the 'Why' questions. Throughout this book, the word 'culture' or 'culturally' is used 39 times. The culture of Starbucks revolves around the idea of the 'Starbucks Experience', which Schultz and Gordon (2011) claim is the "ethos of our culture" (p. 118). The Starbucks' culture itself; however, can be broken down into various categories: characteristics describing the values of Starbucks, initiatives in which the company gives direct focus, phrases that act as descriptors of as well as personify the company, and the idea that stories and storytelling are at the core of their culture. The significance of these categories is the concept that

each category, although distinguished, overlaps one another due to the fact that Starbucks' culture, as signified here, has revolutionized and become a consistent cycle.

Values

There are many adjectives and words that are used throughout "Onward" that uphold the core values of Starbucks' culture, but the very beginning of Schultz and Gordon's (2011) book clearly lays out what each of these values attempts to promote. Starbucks' culture revolves around 'love', and Schultz firmly claims how "everything we've tried to do is steeped in humanity" (p. 4). Starbucks is not a company that solely places value on sales and stock, but rather their highest value is placed on community, connection, customers and their partners. Because Starbucks' culture is deeply rooted in humanity and puts a large emphasis on the idea of 'love', it must be noted that love is a term that is manifold. Love is not simplistic, but complex. Love is not sudden, but gradual. Therefore, it was extremely important to deeply examine what Starbucks' culture specifically values, which has been upheld since their startup. There are many values that Starbucks holds, but the following are what the truest sense of Starbucks' culture boils down to.

At the forefront, Starbucks seeks to practice honest and respectful ethics in all aspects of their company – whether it is in ethical resourcing, ethical decision-making or by simply acting ethically towards people. Their culture sets a standard of what it means to be an ethical Starbucks employee, partner and human being. They place high value on ethics and believe that ethical behaviors derive from loyalty, trust, honesty, respect and dignity. Schultz and Gordon (2011) define various touchstones that Starbucks proudly believes in, one explaining how "acting ethically, even if it costs more ... [is] at the core of what we set out to be" (p. 4). Starbucks' culture was built upon the ideals of loyalty, trust and integrity. "In my life I place enormous

value on loyalty and trust. It is intrinsic to my personal relationships and to the integrity of our company's culture, essential to how we conduct business with one another and with our customers" (Schultz & Gordon, 2011, p. 27). Schultz has attempted to build the foundation of Starbucks in a way that reflects his own treasured, personal relationships, which is what brought me to the second characteristic that is not only valued in the Starbucks' culture, but acts as the guiding compass to the consistent direction of the Starbucks company: personal, emotional connection and community.

Personal, emotional connection is what holds Starbucks' culture together. Schultz and Gordon (2011) made the statement that "emotional connection is our true value proposition" (p. 117). Personal connection is essentially the lynchpin of the entire company, which is why their culture places such a strong value on it. "Starbucks was not built through marketing and traditional advertising. We succeed by creating an experience that comes to life, in large part, because of how we treat our people, how we treat our farmers, our customers, and how we give back to communities" (Schultz & Gordon, 2011, p. 27). This experience, tagged the Starbucks Experience, is what was referred to earlier as the ethos of Starbucks' culture. The terms 'connection' and 'community' are used a plethora of times throughout Schultz's book, and the reason being: Starbucks' culture is non-existent without them. Starbucks' culture actually creates two communities: internal and external. Their internal community, which is built upon these values and initiatives, is what transcends to Starbucks' actual culture, which is their external community with each of their local consumers.

The third group of characteristics that Starbucks' culture places immense value on is passion, compassion and authenticity. Although ethics tend to act as Starbucks' compass for direction, passion seems to be the magnetic force in which the compass gets its direction. If I

could use only one word to describe the synopsis of Howard Schultz' book "Onward", it would be *passion*. His passion for Starbucks as a company, passion for the people working there, passion for the farmers and passion for coffee consumers is what has foundationally created the existence of the Starbucks culture. Deriving from the value Starbucks' culture places on passion are two characteristics: authenticity and compassion. Authenticity and high quality in all of their products is what Starbucks strives for each day, which was evident when they closed down all of their stores in 2008 in order to perfect their espresso. Because Starbucks is passionate about their people and communities, compassion is a characteristic that was seen when they traveled to New Orleans for their leadership conference to help with relief from Hurricane Katrina. Starbucks' culture values passion, which has continually reflected where they place their time, efforts and money. This passion could not be more apparent than when Schultz and Gordon (2011) stated, "the sheer power that Starbucks Coffee has to positively affect the lives of tens of millions of people – partners and their families, customers, farmers, shareholders – is as invigorating for me as opening my very first store" (p. 310).

Finally, Starbucks' culture values entrepreneurship, creativity and innovation, all of which are approached with discipline. The constant desire for creativity and innovation is sparked by their value of passion, but they also believe the passion to create innovative ideas and use creativity must be done in a disciplined manner. The desire to reignite a thirst for innovation became evident when Schultz returned as CEO. Schultz sought to revive the entrepreneurial spirit and express to his coworkers that great products can be created when you trust yourself and each other (Schultz and Gordon, 2011). Starbucks was previously successful with their innovation when the infamous frappucino was created, and Schultz wanted to further Starbucks' innovation and creativity by crafting new products that would become just as successful. There

were moments when they created new, innovated products, but because of their disciplined outlook – they chose to discard many along the way. Starbucks' culture is deeply rooted in innovation and Schultz (2011) attempted to “once again imprint the importance of innovation upon the organization” because, as CEO, he believes, “Starbucks is at its best when [they] lead, not follow, when [they] reinvent categories, create new rituals, and transform an industry” (p. 261).

Initiatives

While staying consistent with their values, Starbucks' culture has been shaped by five specific company initiatives. These initiatives overlap with their values, but are more so specific calls to action that they have directly pursued in order to transform the agenda of not only their company, but also the groundwork for their culture. Not only do these initiatives provide the fundamental core of what Starbucks is striving to accomplish, but they represent the notion that “no single product, person, or initiative is determining Starbucks' future” and “no one thing is responsible for having transformed the company to be in a position to grow as never before” (Schultz & Gordon, 2011, p. 318).

1. Coffee Authority.

The transformation of Starbucks' culture began with the vision of producing high quality coffee, inspired by Italian espresso, which would surpass other companies in the coffee industry. Starbucks has aspired to not only be perceived as leader in the coffee industry, but to also *truly* be a leader in the coffee industry with the quality of coffee they produce. Starbucks has consistently tried and continues to try to live out the phrase, “the proof of Starbucks' coffee authority will always be in the cup” (Schultz & Gordon, 2011, p. 319). Over time, Starbucks has been innovative with their coffees, espressos and other beverages or products, while attempting

to stay completely consistent in their flavorings across the board. They want the quality of coffee in every cup to speak volumes about their company – and their culture.

2. Igniting an Emotional Attachment with Customers.

Emotional connection with customers is at the heart of Starbucks' initiatives. With the advent of social media and digital media, Starbucks has initiated five outlets for igniting this emotional connection with their customers: a loyalty program, MyStarbucksIdea.com, Starbucks Digital Network, Lean techniques, social media networks (Schultz & Gordon, 2011).

The loyalty program not only created an emotional connection with customers, but also allows each customer with a Starbucks Rewards Card to be valued in the way Starbucks had always intensioned. MyStarbucksIdea.com gave customers a channel where they can voice their personal insight into the internal culture of Starbucks. This was a tremendous breakthrough that essentially allowed a barrier break between Starbucks' internal culture and external culture and created a sense of one, unisoned culture. Starbucks Digital Network has allowed Starbucks to distribute Wi-Fi network to its customers, which has established a better sense of community within each individual local Starbucks store. The Lean techniques that were established focus on Starbucks' internal culture by allowing baristas, managers and partners to voice their opinion on ways they believe their local operations can be bettered in order to provide better customer service and products.

The last outlet Starbucks has placed a large emphasis on revolves around their social media networks. Social media networks are where Starbucks has thrived in connecting with their customers, while leading not only their competitors in interactions, but also brands across many industries. By June 2009, "Starbucks had been ranked the number-one most engaging social media brand thanks to [their] presence on Facebook, Twitter, and nine other outlets" (Schultz &

Gordon, 2011, p. 286). Their social media networks have not only driven awareness, but trust and sales as well (Schultz & Gordon, 2011). Starbucks decision to engage in social media and form a strong presence on many networking sites was approached with innovation and discipline, which once again reflects one of their core values as a culture. “We had to be incredibly selective in how and where Starbucks showed up digitally – stay open to innovative ideas, definitely, but act deliberately” (Schultz & Gordon, 2011, p. 266). By carefully planning out their social media strategies, Starbucks’ social media sites have become a key component in igniting an emotional connection with customers.

3. Global Presence while Emphasizing Individual Local Communities.

Starbucks is a large, corporate company that has had successful and unsuccessful expansion, but their initiative became to have the capabilities of globally expanding while still connecting with each individual Starbucks store in their local neighborhoods. The future growth of Starbucks and their culture is outside of United States, but they wish to “be locally relevant on many fronts” (Schultz & Gordon, 2011, p. 322). As part of their initiative in their commitment to local communities and neighborhoods, new store designs and concepts became incorporated in this process while bringing new ideas to the table such as selling beer and wine products. The expansion of Starbucks and their innovative movements in local communities has become an initiative that is relevant with Starbucks’ culture today and will continue to be seen in the future.

4. Leading Ethical Coffee Sourcing while having an Environmental Impact.

Not only does Starbucks strive to be a top leader in the coffee industry, but they also desire to take coffee authority one step further by purchasing and sourcing ethically while staying environmentally friendly. The environment and communities around Starbucks’ environment are such a large initiative for the company’s core culture that they created Shared

Planet, which is “the philosophical umbrella for [their] renewed focus on community, environmental stewardship, and ethical sourcing” (Schultz & Gordon, 2011, p. 278). As part of their ethical sourcing and environmental impact, they place emphasis on recycling, sustainability and organic substances. Schultz’s (2011) aspirations for ethical sourcing and environmental involvement is evident in “Onward” when he claims, “Starbucks partners and customers contributed almost 186,000 hours of service in neighborhoods around the world in 2009; our goal is to one day contribute one million hours each year” (p. 323). For Starbucks’ culture, Shared Planet is not simply a philosophical practice put into place, but it is also a lifestyle that they wish to carry out each and every day through ethical sourcing and local community objectives.

5. Providing a Sustainable Economic Model for Business Operation and Leadership.

Starbucks’ culture is not only surrounded by the idea of being a successful company who shows great leadership, but they also want to be perceived as an actual solid model of what great companies are and what great leadership looks like. This initiative of Starbucks is what their company has used for a guideline in creating a consistent Starbucks culture currently and for the outlook of their future. “Starbucks has drastically improved how [they] operate [their] business by reducing costs, building a world-class supply chain, and creating a culture that drives quality and speed and manages expenses on an ongoing basis” (Schultz & Gordon, 2011, p. 324). This initiative proves that yes, Starbucks’ culture places high value on personal connections, communities and people, but just as well, they place an enormous value on business, leadership and performing at a high-end corporate level. Although this initiative focuses on a solid business model, once again the prominent value relates back to their leadership team – the people.

Ultimately, each of Starbucks' five initiatives that are representative of their culture was carefully designed in order to maintain balance. "...we have to maintain balance on many fronts. Balance between the emotional and the disciplined. Between instinct and information. Between global and local. The personal and the professional, and, of course, between profit and humanity" (Schultz & Gordon, 2011, p. 310). Starbucks' initiatives are specifically aimed to reflect each and every value that their company's core culture holds, and more specifically, in a way that creates a completely integrated culture.

Phrases

There are two key phrases, or expressions, that give meaning to the culture of Starbucks and tend to be commonly known, whether internally or externally. The first phrase that defines Starbucks' culture is used as the main title of Howard Schultz's book – 'onward'. 'Onward' became the inspiration of this entire book, which is all about Starbucks' story and culture. The phrase 'onward' represents the beginning of Starbucks' transformation, the struggle their company endured and the future outlook for their business, leadership and culture. Schultz (2011) claimed that "'Onward' was about getting dirty but coming out clean; balancing our responsibility to shareholders with social conscience; juggling research and finances with instinct and humanity. And 'onward' described the fragile act of balancing by which Starbucks would survive our crucible and thrive beyond it" (p. 179). This phrase also embodies Schultz's most sincere intentions toward and dedication to Starbucks' company and culture. "Quite simply, I love this company and the responsibility that goes with it. Onward..." (Schultz & Gordon, 2011, p. 311).

The second phrase that encompasses the culture of Starbucks is 'pay it forward'. It is a common phrase that can relate to more than strictly Starbucks' culture, but they have adopted it

as a part of their culture. Although through my analysis of “Onward”, the phrase ‘pay it forward’ was not used extensively, it was still briefly touched upon and is very well-known within the community of consistent Starbucks customers. It is not so much the phrase itself that holds power, but the meaning behind the phrase, which revolves around a simple act of kindness. It commonly occurs when one customer pays for the drink of the person behind them, which sparks a chain of people paying for the person behind them. The most recent example of this phrase occurred in Idaho where a customer’s act of ‘paying it forward’ at a Starbucks drive-thru continued to 38 consecutive cars during the holiday season (Statesman, 2012). This simple act of kindness has become another part of Starbucks’ culture because once again, it relates back to their core values and initiatives.

Storytelling

Ideally, every company aspires to create some type of story that can distinguish their company, brand and culture. Starbucks not only strives for their company as a whole to tell a story, but believe that “every Starbucks store should tell a story about coffee and what we as an organization believe in” (Schultz & Gordon, 2011, p. 273). This notion of storytelling reverts back to Starbucks’ initiative to expand globally but still emphasize locality. In other words, think globally and act locally. Because Starbucks’ culture is so deeply rooted in their values and rituals, it seems only right that their culture must reflect some type of story that allows people to connect with their brand. After thorough analysis of Schultz’s book, “Onward”, it became apparent that the entire book IS their story. From the minute Howard Schultz returned as CEO of Starbucks up to the last printed page of the book “Onward”, their cultural story had begun to be told. The reason I say their story had just begun is because the power of stories and storytelling is

of great importance to Schultz and he believes this is just the beginning of Starbucks' story.

According to Schultz (2011):

Few, if any, other retail brands have been able to create a significant global footprint through multiple channels of distribution outside of their core stores. Yet this, I believe, is Starbucks' destiny. So it is with this strategic vision that we embark on the next chapter of Starbucks' story. We could not, however, turn the page without having first transformed and stabilized the retail business and the brand in the United States. That is the foundation from which our growth will always spring. (p. 318)

Website

After analyzing Starbucks' website homepage, there seemed to be a consistent pattern in their message to its viewers and the culture they were portraying. Through the analysis, a chart was formed (Appendix 2) that depicts the main topics that Starbucks emphasized during the one-week analysis timeframe. Six out of the ten topics centered around Starbucks' products and promotions while four out of the ten highlighted current events that Starbucks' consumers would have interest in. During the beginning of the analysis, the strongest emphasis of their website was placed on coffee and Starbucks' innovative Verismo System, which is the Starbucks version of a Keurig, but once Hurricane Sandy struck, the strongest emphasis of their website was shifted to donating to The American Red Cross to help those affected by the hurricane.

The culture of Starbucks' website tends to be solely designed in order to promote their innovative and seasonal products and promotions. They are seeking to express what happens on the inside of their culture to the public eye, while still understanding that popular events, in this case, the 2012 Presidential Election and Hurricane Sandy also need attention because it indicates that these are events and milestones that Starbucks values. The culture of their website as a

whole appears to be centered around what they sell more so than what they value. It was concluded that their website has a sense of 'this is what we do' rather than 'this is who we are'. Innovation drives the culture of their website and the business of the brand dominates their website opposed to the personality of the brand.

Starbucks' website shows that they are a strong brand in their industry with a consistent culture that speaks for itself. They were consistent each day in promoting their holiday drinks, Verismo System, breakfast sandwiches and rewards program because these were the top products that were driving their business during the time of the analysis. Along with their products, they promoted initiatives such as the Presidential Election, jobs in America, global responsibility and Sandy relief effort because these are not only topics that Starbucks cares about, but also the topics their customers care about. Although Starbucks' website leans towards the business aspect of their brand, they understand they must balance it with the things their customers care about. This is because they are truly a company that values their culture and values their customers – which is the impression that was found manifest about Starbucks' culture from an analysis of their website.

Twitter

The analysis of Starbucks' Twitter provided a vast amount of information about the culture of Starbucks because of its tediousness in reviewing each individual tweet and categorizing them by the topic of the tweet and the tone of the tweet – positive, negative or indifferent. All categorizations of tweets directed towards @Starbucks included the tweet topic and tweet tone (Appendix 3, Figure 1-7) while all categorizations of tweets sent out by @Starbucks included the tweet topic (Appendix 3, Figure 8). Topics, or categories, were created based upon the content found in each tweet. As a result, there were nine topic categories in

which a tweet could be defined as: Product, Staff, Brand, Work, Personal, Election, Charity, Technology or Random.

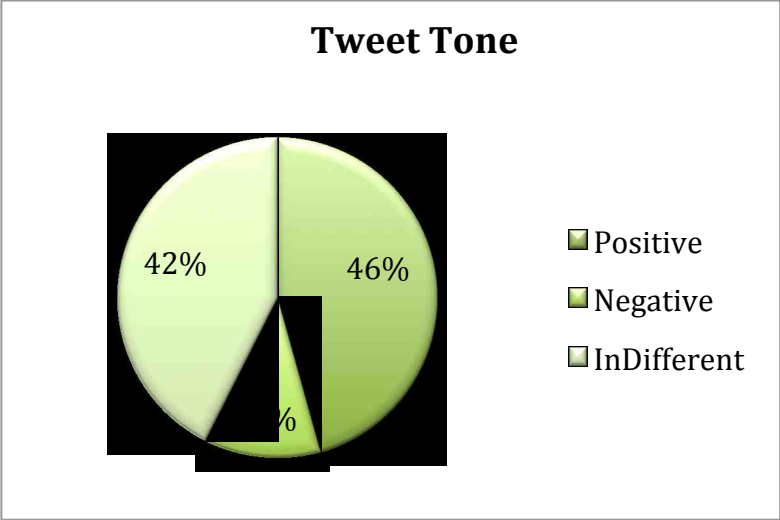
The Product category contains information about specific Starbucks products or foods. The Staff category contains anything relating to baristas or particular Starbucks stores. Brand contains information about Starbucks specifically as a company. Work contains information relating to the idea that people were present in a Starbucks doing personal work or schoolwork. Personal relates to personal stories of people relaying what they are doing at the moment in their tweet. Election refers to tweets containing discussion of politics and the election itself, specifically the Indivisible bracelets. Charity defines tweets that discuss the charities Starbucks supports, specifically with Sandy Relief and the American Red Cross. Technology refers to tweets containing information about Starbucks' apps or anything technological. Finally, Random is a category where all other tweets containing nothing specific about Starbucks, but still including @Starbucks in their tweet, were categorized. A large majority of tweets analyzed were people that directed their tweets towards @Starbucks, and these will be the first set of results discussed.

Over the one-week period of the Twitter analysis, a total of 10,493 tweets directed towards @Starbucks were gathered and sifted through individually. After deleting tweets that were either retweets or not in complete English, the total tweet count was brought down to 5,374 tweets being usable tweets that were individually categorized by tweet tone and tweet topic. Appendix 4, Figures 1-7 show a day-by-day breakdown of each specific day with the percentages of which tweets had a positive tone, negative tone or indifferent tone as well as a chart showing an individual number of how many tweets were related to each of the nine tweet topic categories. For an overview picture representative of the culture found in the Twitter

analysis, the results for the total breakdown of tweets directed towards @Starbucks will be presented in two charts: a chart depicting the percentages of tweet tone for the entire seven day analysis and a chart depicting the specific number of tweets for each of the nine tweet topic categories for the entire seven day analysis.

After an extensive analysis of each usable tweet directed towards @Starbucks, the majority of tweets had a positive tone towards Starbucks’ company. A total of 2,457 tweets were positive (45.7%), 630 tweets were negative (11.7%) and 2,287 tweets were indifferent (42.6%), meaning that their tweet had no specific tone towards Starbucks as a company. The chart below represents the actual percentages of the totals of individual’s tweet tone for the whole analysis.

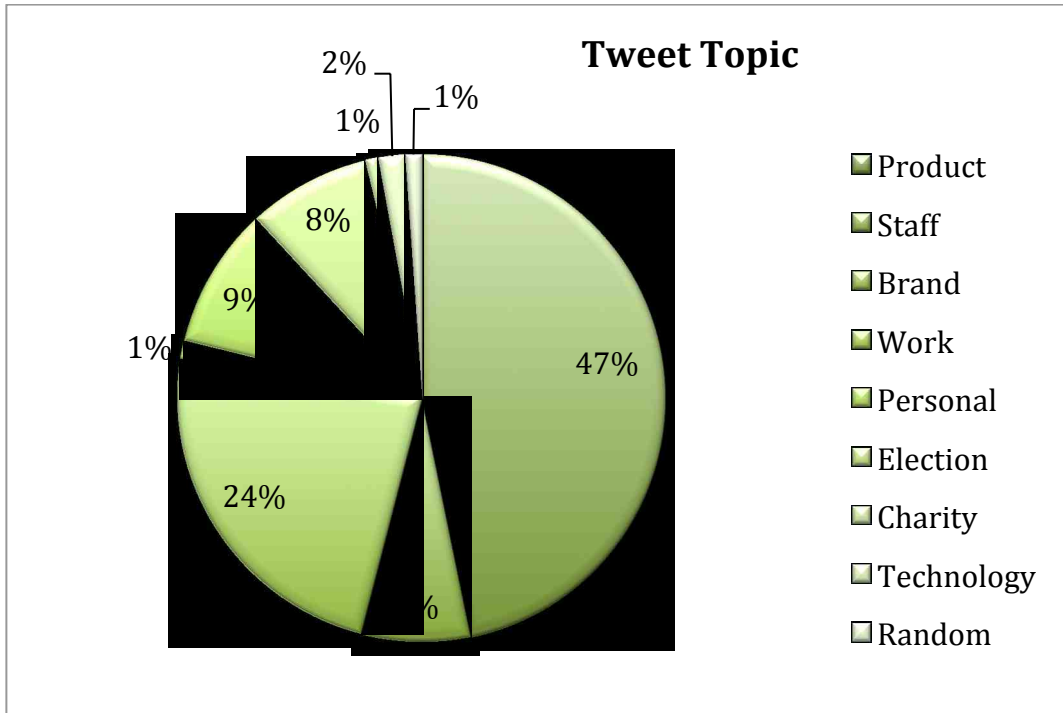
Chart 1 – Tweet Tone Percentages to @Starbucks



Each tweet was also categorized by the topic of their tweet. Once again, after a thorough analysis of each tweet for each of the seven days, it was found that the majority of tweets were correlated with the actual products of Starbucks – most containing information or opinions about the holiday drinks or holiday foods. Out of the 5,374 usable tweets analyzed, the following are the total number of tweets per topic followed by a chart showing the percentages of each topic.

| | | | | | |
|-----------|---------------|------------|------------|----------------|------------|
| Product - | 2,340 (43.5%) | Work - | 62 (1.2%) | Charity - | 42 (0.7%) |
| Staff - | 360 (6.7%) | Personal - | 466 (8.7%) | Technology - | 89 (1.7%) |
| Brand - | 1,177 (21.9%) | Election - | 409 (7.6%) | Random (N/A) - | 429 (8.0%) |

Chart 2 – Tweet Topic Percentages to @Starbucks

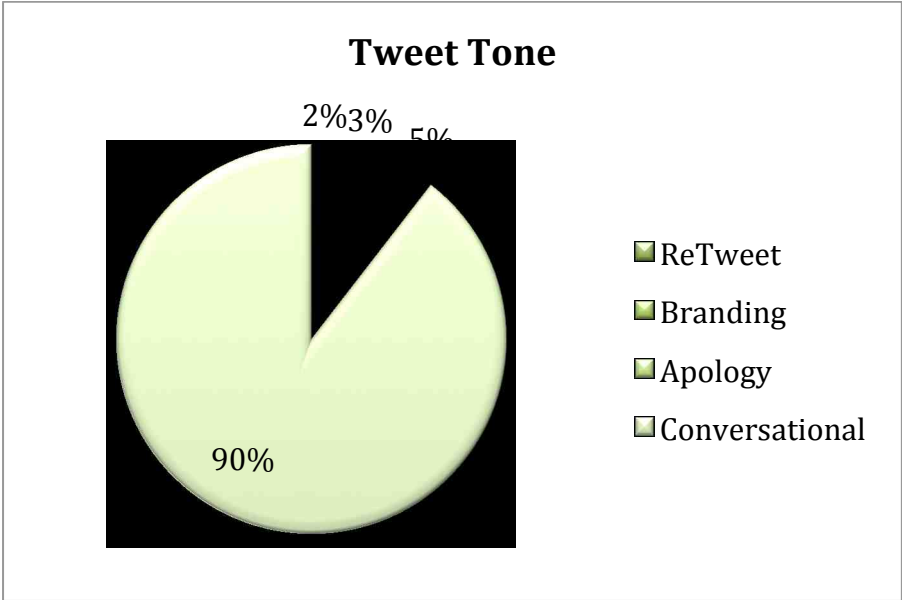


The second portion of my analysis of Twitter involved the tweets from the actual company, @Starbucks. These tweets were categorized differently than the tweets directed towards @Starbucks because the tweets from @Starbucks come from inside the actual company. After sifting through the tweets from @Starbucks, 86 tweets were usable tweets from the seven-day analysis. Appendix 3, Figure 8 specifically breaks down each individual tweet into one of the following categories: ReTweet, Branding, Apology or Conversational. Those categorized as a ReTweet were tweets that @Starbucks retweeted from somebody else. The Branding category involves tweets about Starbucks, or their promotions. The Apology category contains tweets

where Starbucks directly sent a tweet to a specific customer either apologizing for a mishap, customer service or product. Finally, the Conversational category contains tweets in which Starbucks directly initiated a conversation with another person's Twitter account.

Out of the 86 usable tweets from @Starbucks, 2 (2.3%) were ReTweets, 3 (3.5%) were Branding, 4 (4.7%) were Apology and 77 (89.5%) were Conversational (Appendix 4, Figure 8). Below is a chart that shows the percentages of each of @Starbucks' tweets by topic.

Chart 3 – Tweet Tone Percentages from @Starbucks



After analyzing all of the insights I found from @Starbucks Twitter activity, both tweets from @Starbucks and tweets directed towards @Starbucks, the results show that Starbucks, as a company, is seen as a very positive and engaging brand on Twitter. Starbucks is consistently interacting in a conversational style with their customers who are rapidly tweeting them, but most importantly, they are not overwhelming with their tweets. Many brands tend to overtweet, meaning they try to either push out too much information or engage too much in a condensed amount of time, but Starbucks has remained consistent because most of their tweets are not particularly about them, but rather geared towards their customers.

The tweets directed towards @Starbucks are consistent with what Starbucks values. The content of the tweets was not only about their products and brand, but also about people, charity work, personal experiences and innovation (technology). Brands are not perfect and will never be viewed as a great company by every single person, and although some tweets contain negative comments or give off a negative connotation towards Starbucks, the positive far outweighed the negative. Not only is Starbucks ultimately seen in a positive light, but the mass amount of tweets and engagement also shows that Starbucks has essentially created a culture via Twitter. By using this digital medium, Starbucks has been able to add another facet to their overall culture.

Facebook

Unlike the research obtained for the Twitter analysis, the analysis of Facebook placed an important emphasis on the progression of the data from day one to day seven due to the fact that each day, the number of likes, comments and shares is constantly changing and increasing. Over the seven-day analysis, Starbucks had posted four times relating to four different topics: holiday cups, Sandy relief effort, the election and company values. The rate in which likes of these posts, comments on the posts and shares of the post were increasing in numbers was extremely rapid. One tends to see that there may be a lot of likes once glancing over a brand's page quickly, but after seeing the progression of likes, comments and shares over seven days, it put a whole new perspective on how fast Starbucks is able to push out information and how many people are spreading the information. Just as Twitter has created a facet of Starbucks' culture, Facebook has also created a facet of their culture that allows customers to communicate Starbucks' messages extremely quickly.

Appendix 5, Figures 1-7 show a complete breakdown of each of the four topic posts' likes, comments and shares for each day. Holiday cups were the only topic that had been tracked

for all seven days, while the Sandy relief, election and company values topics were tracked for the last two days of the analysis. Although Appendix 5 shows the complete progression of likes, comments and posts, the study focused on the final results. On day one of the analysis, the holiday cups post had 86,786 likes, 2,220 shares and 1,450 comments. On the seventh day of my analysis, the likes increased to a total of 212,502, shares increased to 5,192 and comments increased to 3,861. In a six-day span, the holiday cups post's likes, shares and comments more than doubled.

As a result, the importance of these numbers in this study is not so much important for numbers purposes, but what is being passed along through these numbers. As stated previously, the four topics that Starbucks posted about were holiday cups (their product), Sandy relief (shows their value of charity and community), the election (shows they care what their customers care about) and company values (shows what their company believes and is founded upon). The importance of these numbers is the fact that their values, and essentially their culture, are being spread through thousands of clicks of a button. Through Facebook, Starbucks' culture is being spread vastly and most importantly, it is the customers who are grasping the concept of their culture and spreading it. After just one day of posting a phrase regarding their company's values, Starbucks had 56,196 likes, 963 shares and 3,411 comments. When it comes down to Starbucks' culture on Facebook, the numbers tend to speak for themselves.

YouTube

After analyzing Starbucks' YouTube account for seven days, the researcher found that there was not much activity on Starbucks' page during this time. Appendix 6 shows a chart with the number of views of the highlighted video, the number of subscribers to their YouTube page and the date of the last activity. Although the number of subscribers slowly increased, the

number of views for their highlighted video about their Verismo System stayed consistent at 9,013,179 views throughout the seven days. Although their views for this video stayed the same, the number of subscribers jumped from 14,725 on day one to 14,835 by day seven. As far as the actual activity Starbucks has had on their YouTube page, it was found that there is not as much activity as there should be. Over the seven-day analysis, the Verismo System video was posted on October 16 and their next video posted was not until November 6. The video added on November 6 was about their rewards program and another video was added on November 7 about their Square Wallet App, but they kept the Verismo System video at the forefront and did not highlight the rewards video or Square Wallet App video as their top video, which means that customers could easily overlook that Starbucks had even posted new content.

Social media thrives on content remaining relevant and updated. The results show that YouTube has been playing the least important role in Starbucks' culture. Although Starbucks is not as active on their YouTube page in comparison with Facebook and Twitter, the layout and design of their YouTube page as well as their actual video content stays consistent with their values and their culture. The content of their videos during the time of the analysis, just as the content of their website, tends to be related more towards their products, promotions and what they are doing as a brand rather than personal connections with their customers, which is seen more evidently with their Facebook and Twitter. Although there was not as much to analyze with their YouTube page, the research still found that their page helps to express a portion of their culture.

Chapter 5: Discussion

The goal of this study was to determine if the founding principles of Starbucks are evident in their organizational culture through the analysis of Schultz's book "Onward" followed by an analysis of Starbucks' website, Twitter, Facebook and YouTube page. The analysis of each of these elements was equally important because they determine, together, what Starbucks' culture is as a whole. This study sought to determine what culture Starbucks' website portrays and what culture Starbucks' social media sites portray in order to determine the overall research question: Are the founding principles of Starbucks evident in their organizational culture?

The results highlighted the complexity of what actually constitutes as Starbucks' culture. There are so many facets to their culture, but the results indicated that their culture can be broken down into specific values and initiatives that are evident, in varying purposes, on both their website and their social media sites. These results were shown through the various descriptions, graphs and charts that were developed after a thorough analysis of each of the five previously mentioned documents.

Research Questions Answered

RQ1: Are the Founding Principles of Starbucks Evident in their Organizational Culture?

The simple answer to this question: Yes. As stated earlier, Schultz claimed how, in order to be successful, Starbucks must remain balanced. "...we have to maintain balance on many fronts. Balance between the emotional and the disciplined. Between instinct and information. Between global and local. The personal and the professional, and, of course, between profit and humanity" (Schultz & Gordon, 2011, p. 310). "Onward" was the tool used which indicated what Starbucks' founding principles and values are in their organizational culture, and after the analysis of their website, Facebook, Twitter and YouTube page, their founding principles are

evident in each. Although their founding principles are evident in their organizational culture, Starbucks' website, Twitter, Facebook and YouTube page all embrace different aspects of Starbucks' culture that, used together, encompass Starbucks' organizational culture as a whole.

Because the purpose of Starbucks is to remain balanced between being business-minded, or professional, and staying emotionally connected with customers by being personal, the research showed that they use each tool, whether it is their website, Facebook, Twitter or YouTube page, differently to keep that balance. Their website and YouTube page express more of the professional portion of their culture by focusing on their products, promotions and brand-focused initiatives while their Twitter and Facebook express more of the personal portion of their culture by interacting with their customers, or in this specific case – their fans and followers. By utilizing these four tools, Starbucks has created a consistent balance between the professional and personal aspects, which represent their culture as an organizational whole.

Starbucks' culture focuses on coffee and thrives on personal connections with their employees, partners and customers, and the use of their social media tools (including MyStarbucksIdea.com, which was not analyzed) as well as their Lean techniques have enabled them to fully embrace their value of community. On the other hand, their website and YouTube page have fully embraced their corporate and professional side of their culture by staying consistent with their branding, connecting with viewers on a professional, yet personal level, and promoting their products while still emphasizing their core values. The following graph depicts how Starbucks' balance of personal and professional aspects of their culture have focused around their foundational principles and values of their entire organizational culture in a permeating way:

Image 2 - Starbucks' Culture Balance

RQ1A: How does Starbucks portray their culture on their website?

Ultimately, the research indicated that Starbucks' website portrays them as one of the top successful brands in the coffee industry. Looking beyond strictly the content of their website, their design and consistency of the website also relayed information about their culture. During the seven days of the analysis, the design and layout stayed consistent with content change and when content did change, it remained professional. Once hurricane Sandy hit, Starbucks switched their main focus of their website from their Verismo System promotion to helping with Sandy Relief by donating to the American Red Cross. Even though there was a change in content that shifted from their brand's product to a more personal, community matter, Starbucks' website remained professionally brand-focused by asking people to help Starbucks, as a brand partnering with the American Redcross, to assist in rebuilding after the destruction of Sandy. The researcher

believes that this indicated that Starbucks' culture on their website will always remain professional first and foremost.

Also, although Starbucks emphasizes that their culture is based on coffee, the research indicated that their website portrays that coffee is just the foundation of what their entire company's culture, professionally, is all about. Coffee is what their culture is centered around, but there are many components that extend beyond the coffee. Because they focus on personal connections, for analogy sake, one could say that when defining Starbucks' culture, coffee acts as the initial handshake of a conversation. Because Starbucks' website highlighted more than just their coffee or espresso products, it shows that their company, and brand, originates from coffee, but has other products to offer and other initiatives to carry out.

RQ1_B: How does Starbucks portray their culture on their social media sites?

Twitter. The research showed that Starbucks' culture portrayed by their main Twitter account derives largely from the community that has been created by their Twitter followers. Starbucks will occasionally tweet about their products as well as events occurring that they are involved with, such as Sandy relief and the election, but they ultimately created this Twitter culture based upon their followers' ReTweets of @Starbucks or tweets sent out to @Starbucks directly. Although the only account analyzed in this study was their main account, @Starbucks, they have also created subcultures on Twitter through their other Twitter accounts in which people interact with as well.

The culture of Starbucks that is portrayed via Twitter is purely based on personal connections and engagement in conversations. Even though the majority of tweets were focused on Starbucks' products and Starbucks' brand, it was not a promotional focus, but rather a personal focus. Most tweets about Starbucks' products were followers claiming how much they

are personally enjoying Starbucks' holiday drinks or want to buy a holiday drink. Just the same, most of the tweets about Starbucks' brand were followers claiming that they liked the company and what Starbucks, as a company, believes in and stands for, or followers claiming that they do not like Starbucks.

Ultimately, the culture Starbucks' Twitter portrays is the notion that they care what their customers, or followers, think and they want them to have an outlet to be able to directly let Starbucks know what they think about a multitude of topics – whether it is brand-related, product-related or personally-related. Although in today's society Twitter is a standard tool for well-known, global brands to utilize, it does not mean that your brand's Twitter account will reflect a specific culture, let alone the culture that your brand is attempting to portray to the public across the board. The researcher truly believes that Starbucks' Twitter not only portrays a culture based on personal connection and community, but also that the culture portrayed on their Twitter goes a step further by actually embracing and emphasizing their core values as an organizational whole.

Facebook. Just as Starbucks' Twitter focuses on personal engagement through a community of followers, Facebook also focuses on personal engagement through a community of Starbucks' fans. The difference found between the two is that the culture on Starbucks' Facebook seems less personalized than the culture portrayed on Starbucks' Twitter. On Facebook, it was perceived as though Starbucks' culture was operating in a 'mass text' type of way, and this is because their 32 million+ fans (at the time of the study) essentially act as a large digital phonebook. Starbucks' Facebook brings life to the personal aspect of their culture not because they are consistently interacting with their fans by 'liking' their fan's posts, but because they are posting certain content and photos with the knowledge that all of their fans will be

interacting with the published content and each other. Starbucks has created a community and culture, via their Facebook page, where fans are able to personally connect and engage with other fans.

Starbucks' Facebook aligns with the overall culture of Starbucks by allowing others to create connections. Their Facebook page is a way that allows Starbucks to not only reveal their personal, organizational culture by establishing a page where there are social connections being made, but it has also allowed them to establish a page where the social connections being made are completely centered around promoting the culture of the Starbucks brand.

YouTube. During the seven-day stretch of the analysis, Starbucks' YouTube page focused heavily on first, their Verismo System, second, their rewards program and third, their Square Wallet App. The culture portrayed on their YouTube page was brand-centered, but still seemed to have a personalized touch in certain videos when sifting through their prior videos from earlier months. Although some of Starbucks' videos appealed to personal connections, the focus behind them was product-centered or brand-centered. For example, the Square Wallet App video makes a personalized connection with customers because it relates to something they can utilize, but the main focus is on how the actual app links to customer's credit cards, which ultimately could increase Starbucks' sales. Another example is Starbucks' Verismo System video, which has an emotional appeal and personal connection to customers, but ultimately promotes their Verismo System product.

Even though, during the analysis, there was not heavy activity by Starbucks in uploading content, the content plays an important part in their culture. By using an emotional appeal in their YouTube videos, it shows that their professional culture is determined by the value that their overall culture places on personal connections. In conclusion, the research showed that the

culture portrayed on Starbucks' YouTube page is personally engaging, but for the purposes of not only promoting and selling their products, but also for the simple idea of creating brand recognition and getting consumers to relate to their brand via their culture.

Limitations

Although this study conducted a thorough, in-depth analysis of the five documents mentioned previously, there were a few limitations to the study. First, the time restraint is one limitation that could have affected the depth of the analysis. There is only so much material that one can obtain in which portrays the culture of a company in seven days. Research of this study could be improved if the data from the website and each social media site was gathered over a longer period of time. Also, because of time limitations, data was only obtained from Starbucks' website homepage. An analysis of Starbucks' entire website could be a study in and of itself.

Second, the tool used to gather the data from @Starbucks Twitter account was limited to 1,499 tweets in a 24-hour span. More tweets could have been collected without the limitations of the tool, TweetArchivist. Also, the only Twitter account in which data was collected was their main account, @Starbucks. Starbucks holds many other Twitter accounts to connect with various types of people. These accounts could also play a role in Starbucks' culture.

Lastly, it must be noted that content on social media sites and websites is constantly changing. This study indicates the culture that was reflected by Starbucks within the seven-day data collection period. Because we live in the digital age, culture on these social media networking sites as well as companys' websites can easily be changed day-to-day. Although the content and design of these sites is apt to change, the research still indicates that Starbucks has remained consistent in their culture across all platforms.

Implications for Future Research

The design of this study brings up many possibilities for future research. There are a variety of ways in which people attempt to study corporate companies, brands and culture, and the research firmly believes this study sets up another model in which to do so. This type of model could potentially be used for other big-named brands such as Coca-Cola, Nike or Apple. Not only does this study bring about a consistent model in which companies can be studied, but it also goes to show that there are so many facets of a company's culture that you can choose to study. For example, one may choose to implement a study solely based on the content of Starbucks' YouTube videos and relate that to how it applies to their culture. Another example, as stated previously, would be to study the entire Starbucks website, page-by-page, to determine what their website, as a whole, says about their culture. The possibilities and angles of research are essentially endless.

Another possible future study based upon my research could ask, "Are the organizational culture types proposed by Deal and Kennedy appropriate for Web 2.0 organization's like Starbucks"? Due to the fact that our society is still fairly new in adapting to all of the capabilities of technology in this digital age, future research on how the advent of Web 2.0 has changed organizational and corporate cultures could give great insight to future generations. It also brings about the question of whether Kennedy and Deal's culture types should be adapted to account for these Web 2.0 technologies.

Conclusion

The findings of this study have not only benefited the study of branding and brand cultures, but have also indicated that in today's society and studies, it is crucial that websites and social media sites are incorporated as part of brand culture. There has been a multitude of studies

relating to branding and culture, but this study shows the integration of branding and culture and how they are not distinct from one another, but rather they work hand-in-hand. This model is moldable to studying corporate brands that have great cultures and stories behind their brand in order to see if their culture is consistent across all platforms.

Starbucks has created an organizational culture in which their values of ethics, relationships, coffee and innovation have transcended across all digital platforms. Not only is their culture carrying out the initiatives they principally set out to perform, but they have also created a culture in which their customers, fans and followers are, for the most part, attempting to do the same. Starbucks' cultural roots run extremely deep and the story they have created for themselves is a fascinating one - one that, like Greek mythology, will most likely be told for centuries. Before the analysis began, it was mentioned how Starbucks has become the modern day Siren of Greek mythology, not simply because their logo is representative of a Siren, but because they seemed to entice and attract customers for reasons unknown at the time. After reviewing the results, it stands true that Starbucks entices customers; yet, it is not Starbucks itself that entices their customers – it is Starbucks' culture.

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Appendix 1 – Culture Charts & Models

Figure 1

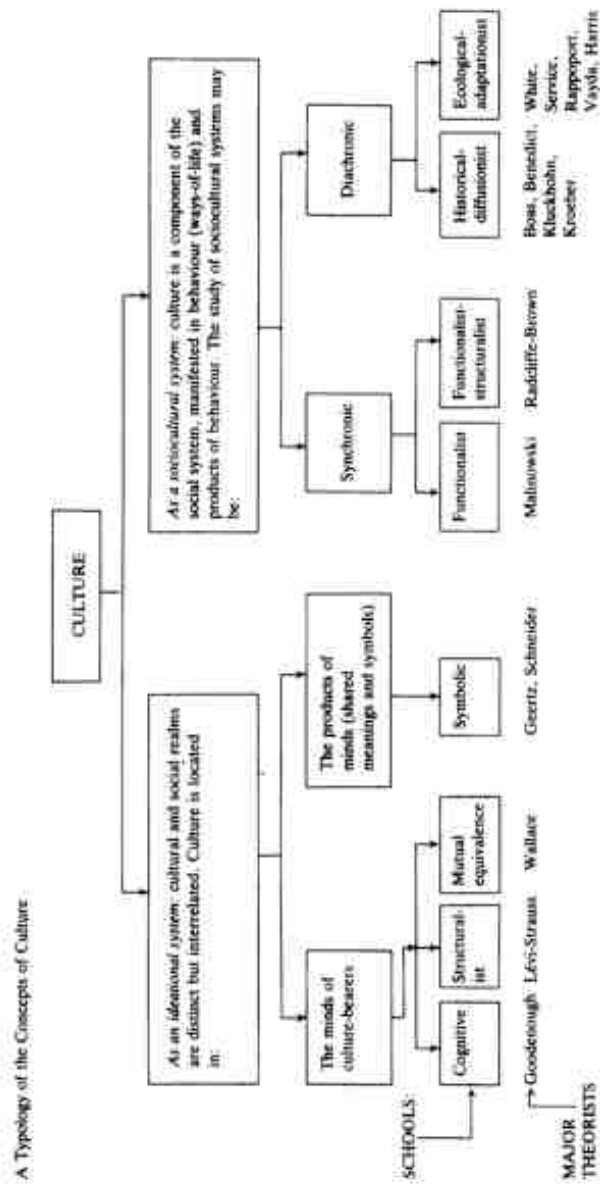


Figure 2

| Name | Paradigm 1: <i>Integration</i> | Paradigm 2: <i>Differentiation</i> | Paradigm 3: <i>Ambiguity</i> |
|---|-----------------------------------|--|---|
| Degree of consistency among cultural manifestations | Consistency | Inconsistency and consistency | Lack of clarity (neither clearly consistent nor clearly inconsistent), and irreconcilable inconsistencies |
| Degree of consensus among members of culture | Organization-wide | Within, not between, subcultures | Issue-specific consensus, dissensus, and confusion among individuals |
| Reaction to ambiguity | Denial | Channeling | Acceptance |
| Metaphor for paradigm | Hologram: Clearing in jungle | Islands of clarity in sea of ambiguity | Web: jungle |

Figure 3

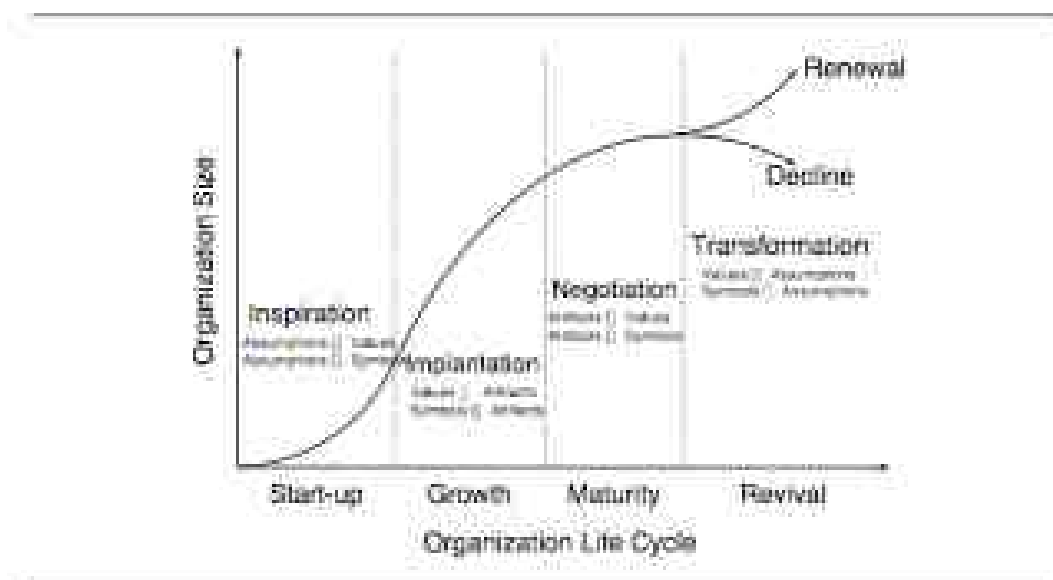


Figure 4


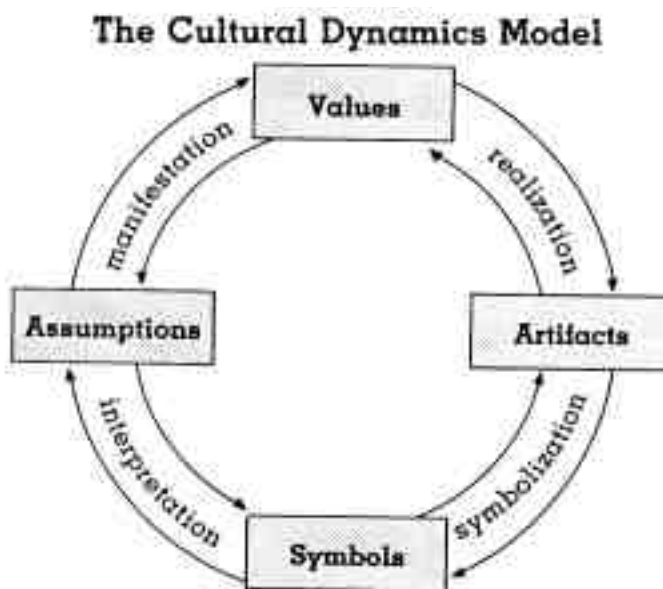
| Involvement of general manager | Cultural element | Communication medium |
|--|--------------------|-------------------------------|
| High  Low | Personal enactment | Personal example |
| | Rite/ceremony | Group activity |
| | Stories | Second party |
| | Ritual | Procedure (often unwritten) |
| | Symbol | Policy, logo (often unstated) |

Figure 5



Appendix 2 – Website Data

Figure 1

| | Breakfast | Verismo System | Holiday Drinks | Thanksgiving Blend | Rewards | Election | Global Responsibility | Jobs in America | Egifts | Sandy Relief |
|------|-----------|----------------|----------------|--------------------|---------|----------|-----------------------|-----------------|--------|--------------|
| 11/1 | x | x | x | x | x | x | x | x | | |
| 11/2 | x | x | x | x | x | | x | x | x | |
| 11/3 | x | x | x | | x | x | x | x | | x |
| 11/4 | x | x | x | | x | x | x | x | | x |
| 11/5 | x | x | x | | x | x | x | x | | x |
| 11/6 | x | x | x | | x | x | x | x | | x |
| 11/7 | x | x | x | | x | x | x | x | | x |

Appendix 3 – Tweet Categorization

Figure 1 – Tweets About Starbucks (11/1/12)

| status | Tweet Tone | Topic |
|---|------------|---------|
| @temptalia @starbucks this is very exciting! | Pos | N/A |
| Like clockwork @starbucks #holidaycups http://t.co/Q9iIXN6 | InDiff | Product |
| Stressed out so I'm heading out to relax at my favorite place in the world... @Starbucks | InDiff | Work |
| I think I just saw someone with a red @starbucks card! #itsnovember #holiday | Pos | Product |
| @Starbucks Love the red cups! Will the caramel brulee latte be back this year?! :) | Pos | Product |
| OVERHEARD @STARBUCKS - "I'm claustrophobic, but only about coffins." | InDiff | N/A |
| @Starbucks what is the eta on wp8 app? | InDiff | Tech |
| I voted for Eggnog Latte as my top @Starbucks Christmas Red Cup #VoteEggnog #RedCupsAreComing http://t.co/Zir7atyy | Pos | Product |
| So in front of a Costco store there is a @Starbucks store hum? Wich makes me wonder, caffein before the shop or after...??? #JustSaying | Pos | Staff |
| My first Advent calendar and it's by @starbucks! http://t.co/38SIAcCC | Pos | Brand |
| Holiday drinks are back at @starbucks eeeee! | Pos | Product |
| No iced tea compares to @Starbucks iced tea | Pos | Product |
| so so excited to go to @starbucks and get my red cup <3 | Pos | Product |
| Um where r u? RT @thechris77: I want a nice hot good cup of @Starbucks #pikeplace #coffee but there (cont) http://t.co/iPKR911n | Pos | Product |
| #Holiday cups are back @starbucks :) Love that macchiato! http://t.co/lh2pa6Zp | Pos | Product |
| I really need a @Starbucks #holiday cup. #tistheseason | Pos | Product |
| Stuck in traffic loving life because I have a @starbucks peppermint mocha in my left hand. Tastes like Christmas! | Pos | Product |
| #nomnom to the max!! @starbucks @ Station Utrecht Centraal http://t.co/FIML26zi | Pos | Product |
| .@Starbucks fans the wait is over! Let the joy begin! #tistheseason #drinkup http://t.co/GJB1vG6 | Pos | Product |
| Holiday cups @Starbucks. Day made. :) #caramelbruleelatte http://t.co/NLAR64ga | Pos | Product |
| First Peppermint Mocha of the season! @Starbucks | Pos | Product |
| Happy first day of @starbucks red cups... OH WAIT cc @JamieRubinstein #holidayfail http://t.co/UFyUXmRn | Pos | Product |
| HOLIDAY CUPS!!!! My favorite time of year! @Starbucks | Pos | Product |
| The @Starbucks holiday cups are back! YAY! Time to go get me a drink later :) | Pos | Product |
| Love the #gingerbreadlatte! Thank you God for @Starbucks! | Pos | Product |
| My cup is red and so is @taylorswift13's new record. From the original @Starbucks in Seattle! Good #coffee and #music http://t.co/SMRK59Fe | Pos | Product |
| Finding @Starbucks gift card in my wallet with enough money on it for a Salted Caramel Hot Chocolate is the highlight of my day. | Pos | Product |
| @Starbucks Nice quarter and divi hike #winning | Pos | Brand |
| Man @Starbucks CEO Howard Schultz is a smart dude - #CNBC interview today | Pos | Brand |
| Study English @Starbucks | InDiff | Work |
| I'm not Warhol, Picasso, I'm Karczmarz an artist, http://t.co/0JMrEiBX and I love a coffee @Starbucks | Pos | Product |
| Live on @CNBC: @Starbucks CEO Howard Schultz endorses @BarackObama http://t.co/IHJDOQGw | InDiff | Brand |
| I want a nice hot good cup of @Starbucks #pikeplace #coffee but there ain't no starbucks out in these here Boone Docks! | Neg | Product |
| Holiday cups have arrived at @Starbucks?! This may have just turned into a venti latte kind of afternoon. | Pos | Product |
| Nearly threw a fit in @Starbucks. Barista kept using just one pitcher for every kind of milk without washing it. #ICantHaveDairy #Standards | Neg | Staff |
| Love me some free @Starbucks δÿ™ #rewards #birthdaydrink | Pos | Product |

| | | |
|---|--------|----------|
| @girly1121 @Starbucks @BarackObama //I have always supported Starbucks because they have always given their workers healthcare!! Yeah | InDiff | Brand |
| @julia1310 Soooooo excited that the @Starbucks Xmas flavours are released again tomorrow :-D #eggnogglatte | Pos | Product |
| had my first @starbucks verisimo latte this morning - have to say i was LOVING IT. #goodlife #fancycoffee #weddingregistryreturns | Pos | Product |
| First @starbucks Gingerbread latte of the season. Thanks @genewillis! #redcups @ Starbucks http://t.co/13iGyHna | Pos | Product |
| The day @Starbucks holiday drinks come out is probably my third favorite day of the year behind Christmas & my birthday! δŸŽ...δŸŽ,δŸŽ⊙ | Pos | Product |
| @Starbucks do the mocha syrups purchased at http://t.co/GUfrPOKo needs refrigerated? | InDiff | Product |
| There's never a wrong time @starbucks #greentea @ Starbucks http://t.co/gzAOktfd | Pos | Product |
| @sarahsayscaleup @starbucks I already told you it'll be there all winter! Relax! Lol | InDiff | N/A |
| IMHO @DunkinDonuts #coffee now tastes worse than @Starbucks #declining #quality | Neg | Product |
| After 6 days of bronchitis RED is makin' me happy @Starbucks #missossee #AllSaintsDay http://t.co/Qn5xHQ7U | Pos | Charity |
| Toffe nut latte, @Starbucks â™Œ http://t.co/u3acLqKQ | InDiff | Product |
| @Starbucks yay! The red cups are here!! http://t.co/oBJUebQZ | Pos | Product |
| Boston-area @Starbucks testing wireless smartphone charging - http://t.co/eOh4RbHm // You made me luv u #Sbux, I didn't wanna do it! | Pos | Tech |
| I want a @Starbucks decided I'm going to start drinking coffee #PowerThroughTheDay â™Œ | Pos | Product |
| @Starbucks if #Starbucks is ready I'm ready! The new Christmas cups are awesome :) yummy | Pos | Product |
| My first Holiday cup of the season!!! Thanks @starbucks @ Starbucks http://t.co/zyjUcNNU | Pos | Product |
| @bakpakit yah, and Xmas @Starbucks practically is the year! | Pos | Brand |
| How could you skip Thanksgiving cups @starbucks??? You should think about that for next year. (Credit to @ASKrzak) | Neg | Brand |
| I'm #tech #blogging at a @Starbucks, right next to an interview for some kind of #InformationSystems sales position. My future? #Ironic | InDiff | Work |
| #QuestionOfTheDay why doesn't @Starbucks deliver? #cravingstarbucks #considerthatplease x | InDiff | Brand |
| @Starbucks Holiday cups are out!!! Let the Holiday season begin! http://t.co/G9pYXoVg | Pos | Product |
| @Starbucks When will we be able to get cinnamon dolce latte in uk? | InDiff | Product |
| Photo: @Starbucks Coffee date w/ @growthringer #starbucks #coffee #redcups #date #nofilter http://t.co/xNhxqTx9 | InDiff | Product |
| We're loving the music notes on @Starbucks' #RedCups. If only they actually serenaded us while we drank our coffee. http://t.co/7PizgmEd | Pos | Product |
| @hollysayshey @Starbucks no more PSL??! | Neg | Product |
| @thelukerodgers all I need in life is @Target & @Starbucks! | Pos | Brand |
| lifelong democrat RT @DonnaBurton: @Starbucks CEO Howard Schultz tells @MariaBartiromo he is voting for Pres.Obama this election #CNBC \$SBUX | InDiff | Brand |
| @Starbucks entitlements & social programs wouldn't need slashing if admit dnc-rnc are money suck. House term\$ extend to 5yr\$,Senate3yr. | Neg | Brand |
| love me some @Starbucks but my giftcard is running outttttt :(| Pos | Personal |
| Lovely hot coffee @Starbucks with @NikMad!!! Starting to feel like Christmas :)) | Pos | Product |
| time has gone by kinda fast today at the gym! looking forward to my @Starbucks in a few hours before going to teach my girls!!!! #dancelove | Pos | Personal |
| @Starbucks, the slowness of you wi-fi is preventing me from work. #fixmy1stworldproblem | Neg | Personal |
| @Starbucks because your ignorant ceo is voting for a colonialist Obama for president you have lost a customer for life.He is a fucking idiot | Neg | Brand |
| @Starbucks yep I'm just going to spam you with #starbucks deal with it δŸ~⊙ http://t.co/i7MidYqU | InDiff | N/A |
| @Starbucks I enjoyed CEOs interview on CNBC and not letting Bartiromo get away with spinning Obama support as shallow. | Pos | Brand |
| #BenAffleck makes a @Starbucks stop after his Oz-themed Halloween: http://t.co/PCXEDpoq | InDiff | Personal |
| @Starbucks CEO says he is voting for Jimmy Carter.err @barackobama! I am making my own damn coffee from now on! Don't forget #benghazi | Neg | Brand |
| @starbucks http://t.co/iP5Rqfvm (+10pts) | InDiff | N/A |
| getting more @Starbucks coffee in just a few minutes!! | Pos | Product |
| @lexilewtan @starbucks asterisk on almond milk! We award unconditional love for almond milk! | Pos | Product |
| @Starbucks woo hoo, that means Christmas is coming! | Pos | N/A |
| Dear @Starbucks Thank You! http://t.co/3lqN8gd1 | Pos | Brand |
| I went to @starbucks to celebrate the holidays on Nov 1. Imagine my disappointment when I was handed a white http://t.co/immclYhg | Neg | Product |

| | | |
|---|--------|----------|
| oh man @starbucks make venti drinks illegal i dont wanna move for the rest of my life | Neg | Product |
| @plusgood_ @Starbucks Yay, it's the greatest time of the year!! | Pos | Personal |
| @laurenhilary @starbucks or like a VIP zone where there's always almond milk and outlets | InDiff | Product |
| Halloween 2012 @Starbucks drinks! Grande dark mocha, EXTRA hot! @Kris10Chinn http://t.co/N8dne2zm | Pos | Product |
| I voted for Toffee Nut Latte as my top @Starbucks Christmas Red Cup #VoteToffeeNut #RedCupsAreComing http://t.co/WRUsS3iy | InDiff | Product |
| That will make my next Caribou vs. Starbucks decision much easier. RT @cnbc: @Starbucks CEO to @CNBC: I am voting for President Obama. | Neg | Brand |
| Just donated to CUP fund. To fellow @starbucks partners dealing with #sandy - we've got your back. #tobeapartner -aba #sbuxcentralwi344 | Pos | Charity |
| Have seen first peppermint mocha of the season @Starbucks. Let the holidays begin. http://t.co/USkrTnBy . | InDiff | Product |
| @Starbucks The simplest act of charity will reap huge benefits. Please RT #BrainTumorThursday to raise brain tumor awareness. It's easy! | Pos | Charity |
| Hello Christmas!! @starbucks | Pos | N/A |
| @Starbucks you just lost a longtime client thanks to howie's little cnbc announcement just now #stayoutofpolitics | Neg | Brand |
| @Starbucks chocolate is the best! | Pos | Product |
| Skinny eggnog latte #delish @Starbucks | Pos | Product |
| Doing homework at @Starbucks >>>>>>> | InDiff | Work |
| @emilybratkovich @Starbucks That is an obscene amount of time. I'm impressed. | InDiff | N/A |
| â€œ@Starbucks: Good to see you again, my friend. #redcups http://t.co/vFiA2x76â€œ ugh this makes me want Starbucks NOW! #trueSeattleite | Pos | Product |
| 26 days without #coffee..Iâ€™m dreaming of how good the first sip will be out of @starbucks red holiday cup. Waiting til I return to Seattle! | Pos | Product |
| @DaleyErised @The1DTribe @Starbucks yess omg that was suuccchhh a sign !! | Pos | N/A |
| @DaleyErised @niallmoan @Starbucks yeeeees OMG !! signs signs signs.... :O btw GET YOUR ASS ON WHATSAPP NOW ! | Pos | N/A |
| Secretly happy the new @apple iMac didn't release on the same day as the @Starbucks red cups. I don't think my heart could have handled it. | InDiff | Product |
| @Starbucks we love starbucks #timessquare #nyc http://t.co/7wgWtZw | Pos | Brand |
| Thank you @starbucks for reminding me we're in the holiday season..! http://t.co/eqJ6Qg | Pos | Brand |
| @isabellefuhrman @Starbucks We need to start a petition for honoring Thanksgiving. | InDiff | Brand |
| Why yes, @katiemcgee and I do go to @starbucks just to get the holiday cups on the first day they're out. S http://t.co/YHLOVDGC | InDiff | Personal |
| headed to @Starbucks anyone want anything? :) | InDiff | Personal |
| Go to @Starbucks or do homework?? #pumpkinspiceforthewin | Pos | Personal |
| Happy November 1st! Happy Holiday @Starbucks cup! :D http://t.co/uEl0s1TV | Pos | Product |
| @isabellefuhrman @Starbucks drink and be merry! | Pos | Brand |
| Photo: Egg Nog Latte!!! Yay!!! I love my @starbucks! Thanks @dapsliisiscar! http://t.co/xb7Je6p3 | Pos | Product |
| Egg Nog Latte!!! Yay!!! I love my @starbucks! Thanks @laurendeal! http://t.co/mnz3wXws | Pos | Product |
| @Starbucks Chairman & CEO Howard Schultz tells @MariaBartirolo on @CNBCClosingBell he will vote for Pres. Obama | InDiff | Brand |
| @Starbucks Thanks for the follow! You should listen to @IvesTheBand. I think the music would be a great asset to your stores! | Pos | Personal |
| You know it's about that time of year when @Starbucks brings out the #Christmas cups. #coffee http://t.co/umA8SKXv | InDiff | Brand |
| @Starbucks CEO Howard Schultz tells @MariaBartirolo he is voting for Pres. Obama this election #CNBC \$SBUX | InDiff | Brand |
| I love when @Starbucks employees recommend the clover brewed coffee that is \$5.00 for a tall...ummm no thank you :) | Neg | Product |
| Caramel BrÄÃ©e's and red holiday cups are back @Starbucks. You know what that means? THE HOLIDAYS ARE UPON US. | Pos | Product |
| Celebrating November and bringing home some @Starbucks #pumpkinspice http://t.co/0JwimKxG | Pos | Product |
| I put in my formal request off from @starbucks today. It's happening. #Passion2013 #partyvan! | InDiff | Personal |
| @isabellefuhrman you love @starbucks haha me too | Pos | Personal |
| @Starbucks Howard Schultz tells @MariaBartirolo they plan to open up 1200 new stores next year + remodel 12,000 stores #CNBC \$SBUX | InDiff | Brand |
| Two words: Holiday Cup. Thank you @starbucks #daymade | Pos | Brand |
| Heads up to @Starbucks addicts: Egg Nog Lattes are not here yet but holiday cups are! | InDiff | Product |
| @thedrewnewman @Starbucks We're always happy to help out, Drew. Thanks for letting us be a part of your day! | Pos | Personal |

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|---|--------|----------|
| @Starbucks is open and I'm running for my Pumpkin Spice | InDiff | Product |
| Yes! @starbucks #xmas cups are back! They're getting a headstart on rekindling the season (fine by me; I went to ND): http://t.co/g1cQagIN | Pos | Product |
| @TheSass_Master: #ThatAwkwardMoment when Joel is wearing the same outfit as someone else in @Starbucks. Yep. It happened. | InDiff | N/A |
| The Holidays ! Already ??Not ready yet. (at @Starbucks) [pic] â€” http://t.co/PengO4WI | InDiff | N/A |
| I'm such a rebel. Drinking @Starbucks in a Caribou Coffee. Gotta show them what quality is. | Pos | Brand |
| @The1DTribe_ @niallmoan I swear I feel like we were ment to be !! And we also took the exact same Frappuccino at @Starbucks ?!?!?!? | InDiff | Product |
| @MariaBartiroomo getting ready to chat with @Starbucks CEO Howard Schultz on #CNBC! | InDiff | Brand |
| Ordered my first peppermint hot chocolate of the season @Starbucks #hellonovember | InDiff | Product |
| Lunch! & @starbucks. | InDiff | Personal |
| We have two words for you: Gingerbread. Latte. Thank u thank u thank u @Starbucks | Pos | Product |
| First holiday cup from @starbucks !!! http://t.co/GHIC1834 | Pos | Product |
| Officially holiday season with @starbucks red cups ðŸ˜Š http://t.co/OHUyXQkA | InDiff | Product |
| @ElyGonzo @starbucks soo excited to see these again!!! | Pos | Product |
| @MixandMatchMama @starbucks oooh the Carmel brâe is my favorite | Pos | Product |
| I want a #Christmas @Starbucks please.... Can someone deliver me one | InDiff | Product |
| On the radio @Starbucks now: http://t.co/ev5TBKdg - weâ€™re all still waiting for the drop!! #dubstep #wobble :) | InDiff | Brand |
| Iclouding and hot chocolate @starbucks | InDiff | Product |
| Today has only been possible with the aid of much caffeine! Thanks to the main sponsors @redbull and @Starbucks | Pos | Brand |
| @Starbucks with @a2017ls working on our #NaNWriMo books! #coffee #amwriting #family could it get any better? | Pos | Personal |
| @robertacasalino @starbucksuk great news but I just went into @Starbucks in DC and they had the cups but no #xmas coffee #WTF !? | Neg | Product |
| Super thankful for @graemehorton bringing @starbucks this afternoon #CanGetThroughAfternoon | Pos | Brand |
| Caramel brâe latte is back at @Starbucks!! They have made me the happiest person on earth!! | Pos | Product |
| @Starbucks Christmas cups already? NOOOO! It is fall until Thanksgiving! | Neg | Product |
| @starbucks with friends. | InDiff | Personal |
| dat headache + accounting homework= Brutal - Caramel Macchiato = little less brutal @Starbucks | Pos | Work |
| so glad that @Starbucks has their AC on when its 39 degrees out!!! =(| Neg | Staff |
| Volunteering for @Starbucks events doesn't look so nice when is freezing #NaturalHistoryMuseumIceRingLaunch!! | InDiff | Charity |
| first peppermint mocha frappuccino of the year! Christmas in a cup. #starbucks @Starbucks | Pos | Product |
| Do you even know how upsetting it is to go get a red cup @Starbucks and get a white one. #ChristmasIsRuined #firstworldproblems | Neg | Product |
| Getting my nails n toes done! With a tall @Starbucks #yesplease ðŸ˜Š | InDiff | Personal |
| #November1 & red cups are back @Starbucks #holidays | InDiff | Product |
| I voted AND @starbucks red cups came out today. #godblessamerica http://t.co/ZxS5Iqqo | InDiff | Election |
| What's going to make this day better?? @Starbucks and new nails ðŸ˜Š...â€” | Pos | Personal |
| #itsnotanaddiction @starbucks #redcups #bringiton #cremebruleelatte #togetheragain http://t.co/NYLr7Ah | InDiff | Product |
| I'm still depressed that the @Starbucks in my office building doesn't have Red Cups left. #wtf | Neg | Staff |
| Red cups are on at @Starbucks , I had to go with the peppermint mocha today | InDiff | Product |
| November 1 means 75 degrees out, @Starbucks #christmas cups and day one of #moverember for my main squeeze. Happy last of #fall | InDiff | Product |
| HOLIDAY CUPS!!! @starbucks #sohappy #holiday #christmas #starbucks #coffee #cafe http://t.co/PDfWfShQ | Pos | Product |
| Wait.. What?! @Starbucks does wine now? #ilovestarbucks http://t.co/L3gTbkAA | Pos | Product |
| JUST SOLD: @Starbucks & Chipotle Dallas, TX http://t.co/ykZMX9DE #CRE | InDiff | Staff |
| Just walked in to @Starbucks and they have red cups!!!! Woooooo!! http://t.co/PWj60oF | Pos | Product |
| @starbucks. sounds kinda dirty. The littlest things become fascinating when you're pretending to work. http://t.co/gD5D7tZH | InDiff | Work |
| @Starbucks Hi Starbucks. Drinking your coffee right now and it's making my afternoon so much better :) | Pos | Product |

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| @AmiiLou well if nothing else good comes from your day you've just donated to st michaels hse by buying coffee today @starbucks | InDiff | Charity |
| OMG OMG!!!! #RED cups at @starbucks!!!!!! Yes its a HUGE deal. The RED makes the Drinks better! <3. | Pos | Product |
| With Amanda at @Starbucks â€” http://t.co/F40cnC8Z | InDiff | Personal |
| Is it bad that the @dominos people know me as well as my barista @Starbucks? | InDiff | Personal |
| http://t.co/rvpkxkUW via @reuters <- can anyone fucking explain to me how @Starbucks has paid 0 taxes in France for the last TEN YEARS!? | Neg | Brand |
| I am pretty sure the @Starbucks Cafe downstairs is calling my name. #caffeineaddict hallucinations | InDiff | Staff |
| @Starbucks welcome back red cups!!! | Pos | Product |
| Uh Oh. My @Starbucks bag has a snowman on it. http://t.co/v8QCEmn0 | InDiff | Product |
| When u start feeling a little depressed, head to @Starbucks for a pick-me-up! I'm headed there right nowðŸ˜Š | Pos | Brand |
| Best thing ever. It was gone in minutes. Halloween party = made @starbucks http://t.co/uwRksjZE | Pos | Personal |
| Anyone know if @Starbucks' #CaramelBruleeLatte is now being served? | InDiff | Product |
| First #redcup first #peppermintmocha of the season!! @starbucks @ Target http://t.co/XZelZQMy | Pos | Product |
| Need to go to @starbucks ASAP so I can get my peppermint mocha in a Christmas cup! ðŸ˜ŠðŸŽŸ...ðŸŽŸ,ðŸŽŸðŸŽŸ | Pos | Product |
| @Starbucks Mpls IDS has the best employees!!! | Pos | Staff |
| Happy #November!! And @Starbucks has Christmas cups!! It's the most wonderful time of the year :D #holidays | Pos | Product |
| @marliesroland @Starbucks that sounds so good! | Pos | Brand |
| yayyyy red cups at @Starbucks !!! | Pos | Product |
| @Starbucks "Color Changing Stars! Oh my Christmas Miracle! :)" http://t.co/ifWBrGMY | InDiff | N/A |
| @StarbucksJobs We're opening the 3rd @Starbucks store in Rosario, Argentina tomorrow morning!!! | Pos | Staff |
| No wifi at the Alpharetta and Mansell @Starbucks ?!?! | Neg | Staff |
| I just took an amazing 2 hour nap. Legit. Now I want a Christmas @Starbucks cup! :) | Pos | Product |
| Probably 40+ students at Starbucks after bomb threat. Milledgeville @Starbucks staff deserves 1000s of tips for working so hard | Pos | Staff |
| @KirstieRams @starbucks YES | InDiff | N/A |
| @starbucksprtnrs @starbucks #redcups definitely Eggnog Steamer!!! Will have one this evening! | Pos | Product |
| Christmas cups out at @Starbucks â„¸, | InDiff | Product |
| Today, I'm going to brew some delicious coffee with dinner. I am SO glad that I work at @Starbucks! | Pos | Product |
| Been in bed all day. Got out just now only because I was so inspired by the thought of going to get a hot cup of coffee from @Starbucks | Pos | Product |
| @marktzk There are more than 10 @Starbucks within a half mile of our hotel #caffeineheaven | Pos | Staff |
| My favorite time of the year!!!! Red cup season at @starbucks November 1st !!! @ Starbucks http://t.co/APNhXmj4 | Pos | Product |
| My favorite time of year @starbucks #redcups http://t.co/f4KNyZJ4 | Pos | Product |
| Afternoon pick-me-up @Starbucks Tampa. Happy to have the Christmas flavors back. | Pos | Product |
| @Starbucks holiday cups have arrived! ... Fuck. | Neg | Product |
| Dear @target executives, please fix the computer systems your @starbucks stores use so I can redeem my free drinks. kthxbye. #firstworlddrant | InDiff | Personal |
| @Starbucks #somuchlove http://t.co/AMfo2TqZ | Pos | N/A |
| .@Starbucks Espresso Journey http://t.co/TYIUU4cb via @ArchDaily #popupshop #Japan #design | InDiff | Staff |
| @ktsullyvan @LisaSabinWilson @Starbucks Planning for Christmas, that is... | Indiff | Personal |
| aw thnx @starbucks <33333444 http://t.co/bG6m6QNG | Pos | Brand |
| @Starbucks when will we see the return of the holiday cookies? Yum.: | Pos | Product |
| @starbucksprtnrs @starbucks egg nog lattes all day every day!!! | Pos | Product |
| Hey @Starbucks? What about November? Totally skipped #Thanksgiving blend. | Neg | Product |
| @LisaSabinWilson @Starbucks RESIST! RESIST! | Neg | N/A |
| Omg, I totally forgot about the red beautiful cups from @Starbucks until I saw this gentleman with one... #mustgetone #asap #November1st | Pos | Product |
| @Starbucks Sooo excited for the Holiday cups! #holiday #happy http://t.co/F2kmo0NI | Pos | Product |

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| Two Words...Red Cup!@starbucks #holiday #coffee http://t.co/bnpCRSy5 | Pos | Product |
| @fionaellis I'm be at school Tues until noon. We can meet at the usual @starbucks for a quickie before I head back to work! (after Tofino) | InDiff | Personal |
| @Starbucks I love you guys!!!!... :D | Pos | Brand |
| About to head out with @KimberlyNash to @Starbucks, then off to the studio. We have a busy November ahead of us. #Arguelles | InDiff | Personal |
| @RachAho @Starbucks I gotta go to starbucks!!! | Pos | Personal |
| Beverage companies @PernodRicardUSA, @CocaColaCo and @Starbucks send #aid after #HurricaneSandy | InDiff | Charity |
| Coffee @starbucks w @bradleybaker60 http://t.co/Eli0FgIx | InDiff | Product |
| I <3 starbucks! RT To support those affected by #Sandy, @starbucks Foundation donating \$250k to @redcross & @unitedway disaster relief funds | InDiff | Charity |
| Too soon @starbucks , TOO SOON! #letscelebratethanksgivingfirst #bahhumbug http://t.co/orBFxz0x | Neg | Brand |
| Holy mother of tired! I so need a @Starbucks pick me up. #yawn | InDiff | Product |
| @benjhaisch @starbucks ;) | InDiff | N/A |
| @Starbucks I'm Caramel Apple Spicing it today! Love you and love fall! http://t.co/KzuluYa | Pos | Product |
| @Starbucks holiday cups are out! #ohhappyday #itsthe littlethings | Pos | Product |
| RED CUPS AT @Starbucks AGAIN! #besttimeoftheyear! ðŸ•ª•ðŸ•ª•ðŸŽ•,ðŸŽ• | Pos | Product |
| It's that time again. @Starbucks #redcup is here! http://t.co/BH1286Wr | Pos | Product |
| #fmsphotoaday #november 1: something that begins with 'c' (my #christmas #coffee #cup from @Starbucks) http://t.co/AyGe6KNM | InDiff | Product |
| @Starbucks oh I love you Christmas drinks :) x | Pos | Product |
| @pegcitylovely lol - it's AMAZING how just 1 hour of quiet helps. I also get 3 hours on Sunday afternoons, I leave and go to @starbucks | InDiff | Personal |
| Holiday drinks are here again @starbucks! http://t.co/vwYKf5te | Pos | Product |
| Big shout-out to Collen @Starbucks on Pechanga Parkway. You Rock! Best customer service ever at a Starbucks. | Pos | Staff |
| @starbucks with @DaOideZeppo | InDiff | Personal |
| Today just got 1000x better :) @Starbucks #redcups #peppermintmocha http://t.co/ONGCFFhV | Pos | Product |
| @Starbucks Need the Caramel Brulee Latte back, asap! #PleaseAndThankYou | Neg | Product |
| Search Starbucks Coffee Company: http://t.co/tVX3SXs0 via @Starbucks salted caramel hot chocolate is my favorite | Pos | Product |
| Actually day dreaming about @Starbucks #peppermintmochas #favoritetimeofyear | Pos | Product |
| @starbucks please help me get through this exam! ðŸŽ•ðŸŽ•~ðŸ™• @ Starbucks http://t.co/YRrKs69v | InDiff | Personal |
| @Starbucks just emailed me to say I won their new Verismo brewer! #happythursday | Pos | Product |
| I got this because people are losing their nuts over red cups, but holy rusted metal @Starbucks spelled my n http://t.co/XSNyI6xj | Neg | Product |
| #tistheseason #redcups @starbucks http://t.co/WZKCSqnR | InDiff | Product |
| Love the coffee story...while drinking @starbucks @unmarketing http://t.co/wgY2Y2zQ | Pos | Product |
| It's the most wonderful time of the year! Why!? Because Egg Nog lattes are back @Starbucks!!!! #ReadyForXmas | Pos | Product |
| I WILL be getting @starbucks today. There is no doubt about it. #coffee â•ª | InDiff | Product |
| #RedCups are back at @Starbucks!!! Hello Gingerbread Latte... Mmmm @ Starbucks http://t.co/ykAJ17kd | Pos | Product |
| Halloweens officially over, there's Christmas cups at @Starbucks ðŸŽ•,ðŸŽ•...â„¸, | InDiff | Product |
| 2nd caramel brulee of the day @starbucks. It's the cashmere sweater of the coffee world. #starbucks #cblrocksmyworld | Pos | Product |
| Afternoon warm up @starbucks http://t.co/7d1wtent | InDiff | Personal |
| Cinnamon rolls, foggy beach picnics & a @starbucks red cup... http://t.co/D55bVatV | InDiff | Personal |
| @Starbucks it's that time of year! holiday cups! <3 | Pos | Product |
| And the holidays begin @Starbucks #eggnog #gingerbread #caramelbrulee | InDiff | Product |
| The @Starbucks red cup may be in season, but I still don't get why they insist brewing their coffee to be scaldingly hot. #ABazillionDegrees | Neg | Product |
| Meet the "new" me. Kate. Thanks @starbucks. Yummy caramel brÃ»lÃ©e latte though :) http://t.co/qp7WAcDy | Pos | Product |
| @jooooooolia @ChloGer @Starbucks dont forget the caramel brÃ»lÃ©e! #ItsTheMostWonderfulTimeOfTheYear | InDiff | Product |
| Christmas cups at @Starbucks make me happy :-) | Pos | Product |

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| I would do anything for a @starbucks mocha right now! #3oclockwall | Pos | Product |
| @Kthema I can't wait to get my hands on a @Starbucks polar bear cookie!!! | Pos | Product |
| Every possible seat/floor is being occupied. Power cords everywhere :) @Starbucks http://t.co/briN1dRt | Pos | Staff |
| @isabellefuhman @Starbucks Thanksgiving is always forgotten, aw poor thing :(| InDiff | Brand |
| ALMOST #coffee time time! @MariaBartirromo has the EXCL w @Starbucks CEO Howard Schultz -- today at 420p ET! Don't miss! #CNBC \$SBUX | InDiff | Product |
| No. Do NOT tell me the @Starbucks holiday cups are here #redcup #coffee addict #holidaysarecoming #christmascountdown | Neg | Product |
| It's that time of year...my fave @Starbucks #redcups always get me in the #holiday spirit! :) @ Starbucks http://t.co/bqwjI0it | Pos | Product |
| I cannot believe its already red cup season @starbucks http://t.co/7ICXE7GE | InDiff | Product |
| @carolinenparker I do believe I'm gonna test this one out today. Toffee nut, you say? #perfect #itscold #neworder @starbucks | InDiff | Product |
| @k101agency Yes! Love this time of year. And @Starbucks just made it official. | Pos | Brand |
| To say I was excited for my @Starbucks Christmas cup this morning would be an understatement. #igotmyRedSoloCup #tistheseason | Pos | Product |
| Enjoying my first Creme brÃe latte from @Starbucks of the season! #cremebruleelatte #starbucksdrink #ilovecoffee | Pos | Product |
| Today's the day! Gingerbread, eggnog, caramel brÃe and peppermint mocha are back on the menu at @Starbucks! Getchu some! | Pos | Product |
| Gingerbread latte has returned to @Starbucks! #Score | Pos | Product |
| My birthday is this month. Know what that means? Free @Starbucks ! | Pos | Personal |
| @isabellefuhman @Starbucks fuck logic | Neg | N/A |
| @RobertGerard @jenkracoff Got red cupped at @Starbucks today! SO happy. #tistheseason http://t.co/WhpUdjDC | Pos | Product |
| @starbucks my #niece lovee__ash & I missed you. http://t.co/M4njgewH | InDiff | Personal |
| @jennihogan, @LiveTVAlex did you get your foo foo coffee this morning? @starbucks has eggnog and peppermint treats! Yummy! #holidaytreats! | Pos | Product |
| Crazy day if meetings at @target today in Minneapolis. Everyone here has been amazing. This place is like a city and has a @Starbucks boom. | InDiff | Personal |
| It's baaaack! @Starbucks Egg Nog Latte (+Caramel Brulee Latte & Peppermint Mocha/White Mocha) Come check it out and get it in your #redcup | InDiff | Product |
| When I've got my oatmeal raisin cookie from @Starbucks and some tunes from @songza paper writing is actually bearable. #school | Pos | Product |
| Skipping yoga because my stomach is so sick. @Starbucks needs to clearly label their soy so no one mixes it up! #dairyallergy | Neg | Personal |
| Why, oh why, does the person ordering 47 drinks choose to utilize the @Starbucks drive thru?! | InDiff | Staff |
| Mmmm Starbucks holiday drinks...so happy they're here again...ðŸ¸,â¸â¸@Starbucks | Pos | Product |
| Love the new @Starbucks cups!!! http://t.co/7mO9ylnL | Pos | Product |
| @vargas! That's totally wrong! I hope @Starbucks apologized! | Neg | Brand |
| #redcups are BACK! ðŸ¸ @caramelbrulee â¸ @starbucks http://t.co/daEd8XI9 | Pos | Product |
| Marketing Director @imegre lost a bet to get our following up to 1000 by Nov1. He has to buy the whole office @starbucks // how bout' a RT | InDiff | Brand |
| To support those affected by Hurricane Sandy @starbucks is donating \$250k apiece to @redcross & @unitedway relief funds http://t.co/hrsg9EMv | InDiff | Charity |
| @Starbucks Christmas cups already...what?! Christmas?! Santa? What month is it? #overwhelmed It's a second cup of coffee kind of day. | InDiff | Product |
| @DennisPrager Catching up on old shows with #Pragertopia and thought you'd like this clip RE the term venti @starbucks http://t.co/cfd7gDbs | InDiff | Personal |
| @vargas! @Starbucks She can pay for the hospital bill, then. | InDiff | N/A |
| Spotted: Red holiday cups are back at @Starbucks you know what that means, it's officially winter! | Pos | Product |
| Apparently my @starbucks store doesn't honor my birthday offer.I have to drive 30 min out of my way for that or to use my rewards #boohiss | Neg | Brand |
| REDCUPS ARE BACK!! @starbucks #redcup #eggnoglatte @ Starbucks http://t.co/74aQxhJe | Pos | Product |
| Food service workers really need to take allergies seriously. Girl at @Starbucks tried to scoop our whip without me seeing. Wrong. | Neg | Product |
| We're getting @starbucks and I'm getting emotional because HOLIDAY CUPS. #christmas | InDiff | Product |
| reminder: @starbucks wifi works even when they are closed #Sandy | InDiff | Work |
| I am 99.314% certain the @Starbucks at Silverburn lied to my Dad this morning when he went to pick up the golden mug. | Neg | Personal |
| Hey @Starbucks: did you change the Gingerbread Latte syrup, or did I just get a poorly made one? Doesn't taste right... | Neg | Product |
| November 1st! @Starbucks #whathappenedtothanksgiving #justkidding #cantwaitforchristmasblend http://t.co/d34e2b3F | InDiff | Product |
| I sososo want a Java Chip frappuccino from @Starbucks. #anyone? :) | Pos | Product |

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| @fab_angie I understand @beckyrbnsn & I (along with many others!) share an affinity for @starbucks! | InDiff | Brand |
| Its Christmas! I can now start decorating because @Starbucks says so. #redcups | InDiff | Brand |
| @starbucks A BIG THANK YOU to the Westwood, NJ Sb for their kindness and generosity through this! Exemplary! | Pos | Staff |
| Brilliant example of @starbucks providing personalised customer service and experience http://t.co/taHz5WSI HT @Hyken | Pos | Staff |
| @PoundCakeMMA round 2 -) @Starbucks #addictedtogreatness http://t.co/UQc8pAJO | Pos | Brand |
| The oat fudge bar I am eating right now is heaven in my mouth @Starbucks. #CommercialDrive #Vancouver #Starbucks | Pos | Product |
| Eggnog is back at @Starbucks!!! #holidaydrinks | Pos | Product |
| Sad moment when the @Starbucks at my school doesnt have holiday cups or drinks. I just want a peppermint mocha | Neg | Product |
| November is really the best month: @Starbucks Red Cups, @deeb18 birfday, S3 Navy Grogs, Thanksgiving... | InDiff | Product |
| #redcups! I'm stinkin pumped! Going to @starbucks and nobody can stop me :) | Pos | Product |
| @starbucksprtnrs @starbucks CHEG. Mmmm. Can't ever get enough!!! | Pos | Brand |
| happy thirsty Thursday @ChinaMistTea @starbucks @quiznos @dennysgrandSlam @BrewOverlce @foodNetwork @tetly_teafolk @timHortons @tiestaTea | | |
| I â☺ you @SB_McAllister starbucksuk @starbucks #starbucks #heart #love #loveyou #stsruck @ Starbucks http://t.co/teDcdxkc | Pos | Brand |
| @Starbucks November 18th! Love you guys! :) | Pos | Brand |
| Peppermint mocha from @Starbucks to start off the month. So good. | Pos | Product |
| Thank you @Chris_TIJ for opening my eyes about the @Starbucks secret menu :) | InDiff | Product |
| It's officially Christmas at work @Starbucks ðŸŽ˜...ðŸŽ˜,â” | InDiff | Work |
| Theres no better feeling than entering any @Starbucks store! | Pos | Staff |
| @starbucks #wintercups #yesplease http://t.co/9O2SNzYY | Pos | Product |
| Thank goodness for the @Starbucks drive-thru! ðŸ˜ŠðŸ˜Š | Pos | Staff |
| @Starbucks How long does it take for a free drink to appear on your card with the new system?? Does it load automatically after 12 stars?? | InDiff | Product |
| Y'all don't know how happy I am right now. Seriously #redcups #starbucks @Starbucks http://t.co/KBDvB86p | Pos | Product |
| Christmas drinks @starbucks! Oh happy day!!!! http://t.co/90wzDei7 | Pos | Product |
| I'm kind of ashamed at how excited I am for the countdown to @Starbucks bringing out their holiday red cups | Pos | Product |
| HOLIDAY CUPS!!! And Cinnamon Dolce!! @starbucks Best time of the year :) #littlethings | Pos | Product |
| But it was a nice walk, though! I'm glad to have stopped by @Starbucks to get my markout, or half of it! | InDiff | Personal |
| 3 unmarked police cars in front of @Starbucks weird... | InDiff | N/A |
| @starbucks can I officially start my holiday season with an Egg Nog latte today??? | InDiff | Product |
| Can't wait to get a @Starbucks christmas cup this afternoon to ring in the holiday season. #itsthemostwonderfultimeoftheyear | Pos | Product |
| Christmas cups out @Starbucks, must mean its okay to play Christmas music #ilovetheholidays | InDiff | Product |
| The holiday cups are back â” #peppermintmocha @starbucks â”ðŸŽ˜... http://t.co/2Y6e4jmR | InDiff | Product |
| @hollice @starbucks yes! Give your card/phone for them to scan and they will see your free bday drink. Used mind last week! | InDiff | Product |
| @lizhadaway @Starbucks Yes yes, please!! I totally agree :) | Pos | N/A |
| @lauraannroll @starbucks @katnic29 #redcups #yesplease | Pos | Product |
| @Starbucks AWWW! Holiday cups are here...already!!! time is speeding by! | InDiff | Product |
| @Starbucks my dog loves u guys as much as I do ðŸ˜ˆ http://t.co/Qj18UzMx | Pos | Brand |
| @Harrods its beginning to look a lot like Christmas! Just waiting for @Starbucks red cups and the @CocaCola_GB ad on tv! | InDiff | Product |
| You know you go to @Starbucks too much when your two yr old say I want a caramel apple spice when she sees a caramel apple. Lol | InDiff | Personal |
| Whenever @Starbucks breaks out the snowman cups it starts to feel like Christmas :) | Pos | Brand |
| India loves @Starbucks, but it's not about the coffee. http://t.co/KH6E8jb1 (via @psfk) | InDiff | N/A |
| So help me if I see one more picture on @instagram of the #Christmas @starbucks cups...ðŸ˜ˆ | Neg | Product |
| Yum! The Caramel BrulÃ©e Latte is back @Starbucks | Pos | Product |
| @ktkurtz @starbucks 2 soon! Nooooooo! | Neg | N/A |

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|---|--------|----------|
| Ahh, @Starbucks. Built on common sense. ...And hopes, and dreams, and delicious whipped cream. :) | Pos | Product |
| Yay Christmas cups at @Starbucks !! #holidayseason | Pos | Product |
| A family affair. @justben_JAMIN @SadiePugh @Starbucks #starbucks http://t.co/ON70Di1l | InDiff | Personal |
| Rumor on here is that @Starbucks has their holiday cups out!!! Can't wait for coffee later à`0YŽ...â`.,â`.,â`. | Pos | Product |
| @starbucks waiting for zeeee coach ! http://t.co/TiSLgOfF | InDiff | N/A |
| Got my Christmas cup. @Starbucks #PeppermintMocha http://t.co/0Utdk5ki | InDiff | Product |
| @BretinEtown @Starbucks @christineewren ah, you just made my day! thanks for the heads up! | InDiff | Personal |
| First #holidaycup of the season! Our next Montana coffee needs to be at @Starbucks @Brandon_Himes @brigitrrr http://t.co/mceQRJjG | InDiff | Product |
| If @Starbucks has brought out the holiday cups and drinks, then I can bring out the Christmas music #logic | InDiff | Product |
| You know it's that time of the year again when @starbucks comes out with their signature Holiday cup!!!! http://t.co/tiv1m8xj | Pos | Product |
| salted caramel hot chocolate from @Starbucks is amazing!!!! | Pos | Product |
| @francis_licup @starbucks starts Friday according to @christineewren | InDiff | N/A |
| And after the storm, there is light. It's red cup day at @Starbucks, folks! By far the best part of the week, for sure. XO | Pos | Product |
| @isabellefuhrman @Starbucks ?? now I'm really confused. | InDiff | N/A |
| #winnerofOKC: "Hey I get my ankle bracelet off tomorrow would u like to meet @Starbucks" #thisiswhyyouarestillsingle #fb | InDiff | Personal |
| Almost there @starbucks ... almost there. http://t.co/JycNMtGt | InDiff | Staff |
| @Starbucks Something about the #redcup. Love this day! So #cozy. Makes me #smile :) http://t.co/CHkMziVN | Pos | Product |
| Love that the @starbucks #redcups are back! Makes me happy everyday! http://t.co/NtpXASof | Pos | Product |
| @Starbucks About that time! http://t.co/vsXQb9e5 | Pos | Brand |
| So @secondcup I keep getting wrong orders at your shops (>1 locatn). Never others from @Starbucks to @McD_Canada Thoughts? Fix order sys? | Pos | Brand |
| @isabellefuhrman @Starbucks these glasses and the company itself are perfect * - * | Pos | Brand |
| Finally the #redcups are back @Starbucks .. Love it!! http://t.co/qHpddfGH | Pos | Product |
| Hey @Starbucks !! You can't just Christmasify the crap out of your shop and tell me you aren't serving Christmas drinks yet! | Neg | Brand |
| #Christmas is officially here.. Toffee nut latte yuuuum @Starbucks http://t.co/SGzuo3zg | Pos | Product |
| No more jockeying for a seat near a power outlet @Starbucks testing device to wirelessly charge your phone http://t.co/S2jABYbu | InDiff | Tech |
| @Starbucks has their holiday cups & that makes me happy. Hellooo November. | Pos | Product |
| @willschultze @Starbucks It's November, so. Full speed ahead. | InDiff | N/A |
| I SAW A RED HOLIDAY @STARBUCKS CUP TODAY. | InDiff | Product |
| It's official. @starbucks http://t.co/W8KINHmd | InDiff | N/A |
| I can't even remember the last time I went through a @Starbucks drive thru | InDiff | Staff |
| In addition to the holiday cups, the free single of the week is Avett Brothers. Well played @Starbucks. @twituba | Pos | Product |
| its that wonderful time of the year when @starbucks brings out the Christmas cups! studying just got a cheerier! http://t.co/X2p6BILL | Pos | Product |
| @starbucksprtnrs @starbucks venti iced coffee 3 pump classic and eggnog as my creamer FABULOUS!!!! | Pos | Product |
| @angela_white. Just heard today is red cup day @Starbucks. | InDiff | Product |
| Thanks to @Starbucks and @StarbucksCanada, I've starting playing Christmas music at home. #RedCups #TisTheSeason | InDiff | Brand |
| @pchl @starbucks Red solo cup! I fill you up! Lets have some COFFEE!! Lets have some COFFEE!!! | Pos | Product |
| @starbucks Do you plan to open in Toulouse (France) ? | InDiff | Staff |
| @Starbucks: Good to see you again, my friend. #redcups http://t.co/gaADCgFN Red cup season makes me so happy. | Pos | Product |
| @starbucks woohoo #christmas http://t.co/dtPdoXQX | InDiff | N/A |
| @Starbucks What's up with the Xmas cups? Can't we even enjoy a season of Thanksgiving first? Major disappointed - probably see in January. | Neg | Product |
| First sip of @Starbucks since #Sandy hit #sogood #itsthesmallthings | Pos | Product |
| Starbucks has been so generous this week with Wi-Fi service! @Starbucks @StarbucksUK @StarbucksJobs http://t.co/3sRYiz03 #hurricanesandy | Pos | Charity |
| Peppermint Mocha. So stoked for these Holiday cups at @starbucks! #besttimeofyear @ Wildfox Couture http://t.co/g3Xi2wW2 | Pos | Product |

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| Chuffed to bits about the red cups at @Starbucks | Neg | Product |
| I broke down and went to @Starbucks, pretty much solely for the red cup, sadly... http://t.co/voysloZw | InDiff | Personal |
| It's officially Holliday season, @starbucks red cups are back. http://t.co/fxV60RCq | InDiff | Product |
| @Sarah_Lazar @Starbucks TOO. SOON. | Neg | N/A |
| @meplusmytrainer @starbucks DITTO! #Americano #sogood | Pos | Product |
| #redcups day @Starbucks never fails to make me happy â• | Pos | Product |
| @DanielleGeib @starbucks I've got half cinnamon half vanilla #personalfave @j_reigel @anna_scip | InDiff | Product |
| The happiness @Starbucks venti non-fat lattes bring Amanda and I >>>> | InDiff | Product |
| Gotta love a @Starbucks red cup! Happy November 1! #Starbucks #caramelbrullee #gottalovecoffee | Pos | Product |
| @Starbucks I need a Starbucks pick me up today... can anybody make a delivery?? | InDiff | Product |
| HOLIDAY CUPS ARE AT @Starbucks. PERFECT DAY. | Pos | Product |
| @TomKohn thanks TK that and 3.75 will get ma a lattee @starbucks ! | Indiff | Product |
| @Starbucks my day just became a 100x better! | Pos | Brand |
| Cannot wait for @Starbucks red cups to come!! #christmas #christmas #christmas | Pos | Product |
| @Starbucks Im so stoked... Eggnog Lattes are back | Pos | Product |
| It's Thursday. epicplayground and @starbucks are perty together. :) @ Starbucks http://t.co/Jd5BTOUj | Pos | Brand |
| OMG Christmas cups!!!! @Starbucks | Pos | Product |
| The #holiday season has officially begin!! Thanks @starbucks for making it official! #christmas#snowman#star http://t.co/BctmnWip | Pos | Product |
| Oh the #HolidaySeason has officially begun....the Holiday @Starbucks cups are out :) http://t.co/GBA9DErD | Pos | Product |
| @Starbucks kris engskov u are a prick do u think english are stupid #boycott starbucks | Neg | Brand |
| DING! We have a winner! (with @William2Some, Rye, and Michael at @starbucks) [pic] â€” http://t.co/OSxQvukt | InDiff | N/A |
| Some @starbucks Thanksgiving blend in a #redcup to start and finish my day today! Happy partner right here! #tobeapartner | Pos | Product |
| How many cups of @Starbucks Sumatra will it take to keep me on the same page as my 2mos old today? #mommyproblems | InDiff | Personal |
| Peppermint Hot Chocolate from @Starbucks is literally all I look forward to every Christmas, besides playing Mary Claus. | Pos | Product |
| @Starbucks with my daughters and my mom and her friend patt | InDiff | Personal |
| the holiday cup is backkkkkk! @Starbucks #besttimeoftheyear | Pos | Product |
| Sad I know but looking forward to red cups being back on the menu at @Starbucks tomorrow followed by skating :) #countdowntochristmas | Pos | Product |
| @carly_chaney @hannahsayshighh @Starbucks yesss of course!! :D #welovepumpkinspice #ermagherd | Pos | Product |
| Decided to pay for the drink of the lady behind me at the @starbucks drive-thru. :) #smilesallaround | Pos | Personal |
| @Starbucks missing so much being part of the team at #starbucks #london #harrods staff entrance 2003-2004-2005 | Pos | Staff |
| Red cups at @Starbucks, normally I would be extremely excited for this, but its 80 degrees out #LAstruggz | Neg | Product |
| @carly_chaney @aflan02 @Starbucks oh my god!! i'm honored :p i'm addicted! venti pumpkin spice latte #everydayyyy | InDiff | Product |
| Oh my tits @Starbucks Christmas Cups ðŸŽž,â•—ðŸŽž | InDiff | N/A |
| @cangiollilo @starbucks yay! Must go now! :) | Pos | Brand |
| 3pm @Starbucks run. This place is hopping like a club on a Saturday night. Crazy. | InDiff | Staff |
| @isabellefuhman @Starbucks hahah I know right :) | InDiff | N/A |
| @Starbucks was out of Pumpkin Spice. Had to get a Salted Caramel Mocha :/ #firstworldproblems | Neg | Product |
| @Starbucks I â•— Starbucks â• | InDiff | N/A |
| @hannahsayshighh can join too :) #pumpkinspiceforlyfe @aflan02 @starbucks | InDiff | Personal |
| @meghoffay Yayy! Makes life better somehow, right? Thank you @Starbucks!! | Pos | Brand |
| Pumpkin spiced latte from @Starbucks. #perf http://t.co/rxf4P0XS | Pos | Product |
| @Starbucks the best way for customers to NOT say "can I have some coffee with my ice" is to make coffee ice cubes. | Neg | Staff |
| @Starbucks: Good to see you again, my friend. #redcups http://t.co/Ve5YC4im countdown to xmas! | Pos | Product |

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|---|--------|----------|
| I wish there was a @Starbucks on every corner in hanover like there is in nyc | Pos | Staff |
| hangin out at @starbucks again. I'm a sucker for that egg salad sandwich :D | Pos | Personal |
| @Starbucks Holiday cups make me so happy. #tistheseason #Starbucks #holidaycups http://t.co/jOTQ1FvB | Pos | Product |
| Gingerbread Lattes are BACK!! RT@Starbucks Good to see you again, my friend. #redcups http://t.co/pXnp7OQm #coffee #holidays | Pos | Product |
| My dissertation is leading me to splurge today on a Pumpkin Spice Latte {330 Calories - yet so good!} Yum @Starbucks | Pos | Work |
| @Starbucks I'm so excited for my #peppermintmocha! | Pos | Product |
| So we meet again. #cremebruleelatte #christmas #red @Starbucks http://t.co/6k9u9ZFN | InDiff | Product |
| Happy #HolidayCup day! Bring on the peppermint mocha! @Starbucks | Pos | Product |
| when tf is @starbucks going to get eggnog? | Neg | Product |
| CHRISTMAS FLAVORS ARE HERE!! @Starbucks thank you thank you thank you! | Pos | Product |
| @Starbucks is two for one tomorrow!! Looks like Caradog will need to take a friend. | Pos | Product |
| Good lord. November 1. @starbucks in my building is currently setting up a Christmas tree...#makeitstop | Neg | Staff |
| Nothing says its Winter more than the @Starbucks red cup!!!! #EggnogLatte #Yummy #FeelingFestive â,â,â,â http://t.co/lhclfQee | Pos | Product |
| I cannot wait to get my Red Cup from @Starbucks! The Christmas season is finally here! | Pos | Product |
| If ur rolling by a @starbucks in the QC, a trenta hazelnut iced coffee + 3 pumps of classic & nonfat would be sublime. #sleepy | InDiff | Product |
| I like how @Starbucks is the one who determines the changes in seasons. #itsjustcoffee #seattlelove | Pos | Brand |
| Want coffee but I've no time. @Starbucks, I'm telling you, if you sent a truck round my neighborhood playing music, I'd give you my money! | InDiff | Product |
| me and @carly_chaney having a conversation strictly about how much we loveee @Starbucks ! :P | Pos | Brand |
| I'm at @Starbucks Coffee (Departure) (Kuwait International Airport, 2nd Floor, Kuwait City) http://t.co/HcsxQDhQ | InDiff | Staff |
| Thanksgiving Holiday Cups and Thanksgiving Blend Coffee Beans. @starbucks @ Starbucks http://t.co/KLwsW20h | InDiff | Product |
| The many benefits of @starbucks http://t.co/nBYoZ43U | Pos | Brand |
| The red cups are here! Th e red cups are here! @Starbucks #holiday | Pos | Product |
| Damn I didn't get my red cup from @starbucks today. Definitely tomorrow. | InDiff | Product |
| @isabellefuhman @Starbucks yap time go fast andd ANSWER ANSWER ANSWER ANSWER haha joke :3 just if u want :P | InDiff | N/A |
| @Starbucks are eggnog lattes out yet? I've got a craving.... | InDiff | Product |
| @OneVanillaBean @Starbucks Me too! Your snowman is cute too | InDiff | N/A |
| does #Christmas cups at @Starbucks mean #gingerbread is back?!?! | InDiff | Product |
| There appears no be no rhyme or reason as to which @Starbucks are open. 75th/Bway is NOT. #UWS | Neg | Staff |
| @stanthemanii @Starbucks forgot about that one!! Thats another favorite! | Pos | Product |
| @Starbucks #LuckyDozen #Venti Peppermint Mocha Frappe The #Christmas season is among us :) http://t.co/FSBbg6EZ | Pos | Product |
| Best day of the year. @Starbucks holiday drinks are here (: #happydays #myfirstlove | Pos | Product |
| @Kay819 @starbucks Yeah, the faceless caroler is not my favorite. I like the ice skater. :) | InDiff | N/A |
| I wouldn't doubt if @breannamackie was the first in line to receive a @Starbucks Christmas cup. | InDiff | Product |
| Holiday cups are back <3 @Starbucks http://t.co/tb1R3o23 | InDiff | Product |
| @Starbucks has been using #QRcodes. Have you seen them on your #coffee yet? http://t.co/J1KYomfo | InDiff | Tech |
| @isabellefuhman @Starbucks It's crazy isn't it? | InDiff | N/A |
| Yay! Welcome back @Starbucks red cups! You're winter drinks and red cups are my favorite!! #omgisitwinter?! http://t.co/IFKh6w7o | Pos | Product |
| Hli mark i totally agree. @markhayden @Starbucks | InDiff | Personal |
| it's official the holidays are here @Starbucks #redcups #lovethistimeofyear #coffeeover http://t.co/J8DSu6gu | Pos | Product |
| Working @Starbucks riight now | InDiff | Work |
| Did you know that @Starbucks coffee cups are not recyclable? The plastic coating makes it hard for companies to process and break down. Hmm. | Neg | Product |
| Apparently @Starbucks agrees with me as I spy holiday cups! | InDiff | Product |
| My first Gingerbread Latte of the season! On day 1 of the season! Thank you @Starbucks! http://t.co/RubkAKzy | Pos | Product |

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|---|--------|----------|
| @isabellefuhrman yum! @Starbucks I saw Christmas decorations in Target the next aisle over from the halloween costumes :O #timeflies xx | InDiff | Personal |
| Holy jeepers nothing gets me as excited for the holidays than @Starbucks changing its seasonal drinks #gingerbreadmakesmehappy #santascoming | Pos | Product |
| @willschultze @starbucks Preach it! :) I'd love some egg nog! | InDiff | Product |
| @JennaBertalon @starbucks why do you like Starbucks so much? | InDiff | N/A |
| @Starbucks thank you for the birthday coffee!! | Pos | Product |
| More buzz for cafes: http://t.co/FopiGbtK - including mentions for @Filmhouse, @starbucks | InDiff | N/A |
| @isabellefuhrman @Starbucks Aahahahaha, I love you sweetie !!!! â™ªâ™ªâ™ªâ™ª Did you have a freaky Halloween ? | InDiff | Personal |
| Why cant there be @Starbucks in honeoye fallss ?? I hate #problemsicantsolve | Neg | Staff |
| My @starbucks boyfriend treats me well. I got a heart and a pumpkin drawn on my cups this week! http://t.co/9yyRb4PN | Pos | Staff |
| .@starbucks Holiday is here--my favorite time #tobeapartner! To all the "too soon" curmudgeons I say soften up. Let me get you some eggnog. | Pos | Product |
| @Starbucks has their holiday cups out. #ermuhgerd | InDiff | Product |
| The holiday cups at @Starbucks are out! | Pos | Product |
| @isabellefuhrman @Starbucks yummy! | Pos | Brand |
| @isabellefuhrman @Starbucks I know! the grotto are already out too? whats happening :/ #bitearly | Neg | Product |
| first @starbucks in a #holiday cup! #tistheseason #countdowntochristmas #cheer http://t.co/BfWUMvO | Pos | Product |
| @Starbucks you send your money to Israel and they go over to Palestine and start stepping on little girls for going to school!?! Stupid -_- | Neg | Personal |
| First peppermint mocha frap of the holiday season!! Already obsessed @Starbucks | Pos | Product |
| @Starbucks The new holiday #RedCups are turned into compost in San Francisco, CA! Guilt free #PeppermintMocha! #recycle #DumpDiversion | InDiff | Product |
| Was not ready for the #christmas cups @Starbucks this morning. Wasn't halloween yesterday? What happened to Thanksgiving!?! http://t.co/KP43wDsO | Neg | Product |
| @starbucks made my day, caramel brÃ©e latte is backðŸ¸ things are looking up :) http://t.co/hs0Gx4GA | Pos | Product |
| @Gospel_Project @starbucks gift card #clutch @iGregSimmons #2pmcoffee | InDiff | Product |
| This @Starbucks is so not efficiently run: 3 people taking orders, 15+ ppl waiting for drinks and 1 person making drinks #getittogetherTRON | Neg | Staff |
| #BenAffleck makes a @Starbucks stop after his Oz-themed Halloween: http://t.co/48EtDj5J | InDiff | Personal |
| .@5taceySolomon looking very cute in her furry hat at the Natural History Museum ice rink in London for the launch of @Starbucks Red Cups. | InDiff | Sandy |
| Sitting in @Starbucks, aka the shelter for power-less people. #SandyProblems | InDiff | Personal |
| In addition to @starbucks - Peeps are now charging their phones at ATM lobbies. http://t.co/13dTa3CG | InDiff | Staff |
| Photo: Yum! Reenergizing for work with my fave @starbucksÂ ! #skinnyvanillalatte #starbucks http://t.co/gyy1Nk5I | Pos | Product |
| I really want @Starbucks right now @EmmaElizabethM @katnic29 | Pos | Brand |
| No I just don't think my Starbys has them in yet :(I feel left out b/c everyone is talking about it today! @nikixena @Starbucks | InDiff | Product |
| @Starbucks I love #redcups but please wait until after #remembranceday http://t.co/xWpTl8p6 | Pos | Product |
| Finally! No more postcards for rewards drinks with the @starbucks app. http://t.co/u0t1wEWH | Pos | Brand |
| I can order @Starbucks from my iPhone pretty cool. | Pos | Tech |
| Dear Mother of God, @starbucks http://t.co/O4V5znLR | InDiff | N/A |
| #redcups are back at @starbucks!! http://t.co/iTOq9o68 | Pos | Product |
| Getting my morning fix! @Starbucks #soychailatte now, off to class! #bliss | Pos | Product |
| @Starbucks: @alitigh you make us happy :) | Pos | Personal |
| Is anyone else ecstatic about @Starbucks introducing their new holiday cups? #goldcardstatus | Pos | Product |
| Ha ha score! Got my friend addicted to my favorite @Starbucks white chocolate mocha. http://t.co/g0s7IJpu | Pos | Product |
| I voted for Eggnog Latte as my top @Starbucks Christmas Red Cup #VoteEggnog #RedCupsAreComing http://t.co/M0Y53GHA | InDiff | Product |
| @erinebert @Starbucks are they out?!?!? #redcups | InDiff | Product |
| I need my @Starbucks. It's an emergency. | InDiff | Brand |
| Guys? Why is everyone so excited about @starbucks red cups? DON'T YOU KNOW IT'S STILL FALL?! #donthrshit | Neg | Product |
| @craigallery ... but we'll only really know its Xmas when the red cups appear @StarbucksUK @Starbucks | InDiff | Product |

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| @Starbucks significantly improved my terrible morning with a Holiday cup and a caramel brulé latte! | Pos | Product |
| Can't wait for eggnog lattes <3 @starbucks | Pos | Product |
| Christmas @Starbucks begins tmrw.... #joy #redcups... #Fak another year! | InDiff | Product |
| Holiday flavors @Starbucks #EggnogLatteLovin â•• | Pos | Product |
| @benpatrick90069 @Starbucks I actually saw this pic a while back from @ScottFilmCritic originally. It's been making the rounds. | InDiff | N/A |
| The little things that make me happy, like @starbucks #holidaycups â•• http://t.co/7RzxDKQk | Pos | Product |
| Almost to UW-Stout for #PulseStout... Pretty sure we need to swing by @Starbucks on the way. And then I'll be good to go. | Pos | Personal |
| my first @Starbucks peppermint mocha of the season! perfect way to start out a drizzly day! | Pos | Product |
| @Starbucks | InDiff | N/A |
| Happy early birthday to me from @starbucks. :3 #birthday #birthdaydrink #venti #soy #vanilla #vanillabean #p http://t.co/IP3Wp7XR | Pos | Product |
| @OneVanillaBean @Starbucks You definitely got cuter ones than mine haha | InDiff | N/A |
| Some @Starbucks would be great right now! Especially the vanilla bean with caramel & whipped cream™ | Pos | Product |
| @Starbucks friend sent this to me on my fb thought I'd share #<3Starbucks http://t.co/b5ks98Ft | InDiff | Personal |
| My most RT'd tweet yesterday: Doh! @Starbucks #funny #fail http://t.co/xYJKYnv0 | InDiff | Personal |
| Treating myself ðŸˆŠâ•• @starbucks #starbucks #psl http://t.co/8WMeGKxt | Pos | Product |
| Office is disappointed with @Starbucks K-Cups. Can think of a few choice/Twitter inappropriate words to describe taste | Neg | Product |
| @FamousBloggers @Starbucks So glad to hear that. Enjoy!!! :) | Pos | Personal |
| @masterwilliam29 @jooooooia @starbucks they're just as delicious as last year...and the year before. even the last cold sips are heavenly | Pos | Product |
| The @starbucks holiday cups are back, and so is the gingerbread latte. Also back--someone's charming persona http://t.co/qqr02Ef | InDiff | Product |
| Mmmmmmm Starbucks Thanksgiving Blend...best coffee around @Starbucks | Pos | Product |
| @asven21 @Starbucks I WANT ONE RIGHT NOW | Pos | Personal |
| Happy November! @starbucks holiday cups are here! http://t.co/dzIKMIFK | Pos | Product |
| The #Holiday red cups are back in action at @Starbucks. Now I really know that the holiday season is approaching. | InDiff | Product |
| I got a @starbucks latte today and it was NOT in a holiday red cup. I feel like the kid who didn't get picked for the kickball team... | Neg | Product |
| Christmas/winter cups @Starbucks Really? #jumpingthegun | Neg | Product |
| It's the most wonderful time of the year! @starbucks http://t.co/7Gi6ZUha | Pos | N/A |
| I wish @Starbucks delivered â•• | InDiff | Brand |
| The #redcups are back. Love the holidays!!!! @Starbucks | Pos | Product |
| @starbucks #redcup! #bestdayever http://t.co/HFGEifd4 | Pos | Product |
| @Starbucks tweeted at me this morning, and 3 hour class is canceled tonight?! #bestdayever | Pos | Personal |
| Lol there's a man sitting next to me in @Starbucks with a @DunkinDonuts coffee #awkward | InDiff | Personal |
| Red cups @Starbucks. #favorite | Pos | Product |
| @Starbucks red cups @JesseeEricson | InDiff | Product |
| @Starbucks saves my day everyday in between classes <3 | Pos | Personal |
| Holiday flavors at @Starbucks yum yum! ðŸˆŠ http://t.co/r7ojahpJ | Pos | Product |
| Free coffee from @starbucks, great after a sleepless night with the two boys sick. #needsleep | Pos | Personal |
| @britt_nicole75 @Starbucks Yet another drink that you'll probably get me hooked on. (: | Pos | Product |
| @starbucks red cups & #UGYPretreat!! PERF! http://t.co/CjOGBep6 | Pos | Product |
| The scene at my local @Starbucks is crazy. A huge communal table has been set up and people are camped out with laptops. #sandy #CT | InDiff | Staff |
| The LaFortune @Starbucks fails me every year on Red Cup Day. Guess I'm getting another latte after work... http://t.co/HskSzbi | Neg | Staff |
| Do not like the new @Starbucks reward system. Your free drinks EXPIRE! | Neg | Brand |
| decided to go on starbucks artisan sandwich diet, breakfast, lunch and dinner. @starbucks #damnthosearegood | Pos | Product |
| Almost it into a whip/no whip showdown @Starbucks with another customer. Barista & I agreed no whip. Customer said "all the way!" #noway | InDiff | Personal |

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|---|--------|----------|
| EGGNOG LATTE AT LAST!!! Weeping tears of joy. @Starbucks http://t.co/hs8Z0wa0 | Pos | Product |
| You know you're an addict when the @Starbucks barista questions the difference in your order ðŸ™• @ã• #youdontknowmystruggle | Pos | Staff |
| @joooooooia @Starbucks i've seen so many people talk about it already. i wanna go but got classes and advising meeting T_T | InDiff | N/A |
| @SuperSpaceChick @Starbucks That's so adorable! | InDiff | N/A |
| #redcups @Starbucks + cooler weather + Pa = one happy girl! #itsthelittlethings | Pos | Product |
| I see a red cup in my near future! @Starbucks @whit1826 #Christmas | Pos | Product |
| #India Is @Starbucks Crazy But It Has Nothing To Do With The #Coffee - PSFK http://t.co/JK8tNynQ via @psfk | InDiff | Brand |
| Calgary Airport!! My cup of #awesome @Starbucks awaits for my arrival!! #Gratitude http://t.co/M2V3D3FO | Pos | Product |
| Photo: First Gingerbread Latte of the season in a @Starbucks holiday cup! DAY MADE. http://t.co/AFDdFixd | Pos | Product |
| Fuck yeah gingerbread latte!!!!!!!!!!!! Thank you @Starbucks :)) | Pos | Product |
| Annnnd my favorite drink is back Caramel Brulee' @Starbucks christmas flavors are out!! :) | Pos | Product |
| #redcups @ @starbucks! Idk if I can control myself and wait until after thanksgiving! | Pos | Product |
| Have you had a Zebra Mocha from @Starbucks? How about a Cake Batter Frappuccino? The Dirty Hippy? See more: http://t.co/2ND1eOVx | InDiff | Product |
| HOLIDAY DRINKS ARE BACK!! Day 1, November 1! #gingerbreadlate #iminlove #missedthis @starbucks #starbucksadd http://t.co/C9dqEiBz | Pos | Product |
| @haybyers @Starbucks Love me some Red Starbucks cups! | Pos | Product |
| Tis' the season @Starbucks. #redcups http://t.co/7SnkiCYv | InDiff | Product |
| Christmas time at @Starbucks My favorite time of the year!!! My day has been made :-) http://t.co/QpDnnE7V | Pos | Brand |
| SO cool to watch how people are reacting to the #redcups #tistheseason @Starbucks @starbucksprtnters http://t.co/cLjXtEmn | Pos | Product |
| @starbucks I am having some trouble with a product that I bought at store 1 (Pike's Place). Any chance you can help? | Neg | Product |
| Thanksgiving blend from @Starbucks is beyond heavenly | Pos | Product |
| @Starbucks How to color realistically :) | InDiff | N/A |
| Currently enjoying a gingerbread white chocolate mocha from @starbucks and LOVING every little bit of it #holidayflavors #gogetone | Pos | Product |
| @coffeestylish Things here are great, just busy, heading to @Starbucks now, I like to think of it as my office sometimes :) | Pos | Staff |
| My @starbucks addiction seemed to be subsiding for awhile, but with this cold weather it's back with full force. #INeedHelp #CoffeeAddict | Pos | Product |
| @JillianLeighe @starbucks Aww...that made me sad! | InDiff | N/A |
| In 2 days, the holiday drinks are back at @Starbucks... that means... you know what that means, right? #REDCUPS #YAY | Pos | Product |
| @StigallM we need a @starbucks trip soon. #redcups #christmas | InDiff | Personal |
| @Starbucks I love my caramel iced via!! but I try to limit my caffeine intake. Any chance you'll consider a decaf version (in iced)? | Pos | Product |
| The holiday season has begun! @Starbucks has red cups and @LuckyBrand has its Gift Guide: http://t.co/InyGoeW6 http://t.co/BkwE5C5I | Pos | Product |
| Stop it! @Starbucks #RedCups are now available!?!?! YES! So. Excited. #thelittlethingsinlife | Pos | Product |
| Still no power @ballytotalfitness, so I went to @Starbucks instead and the Christmas cups are out! ðŸŽ•,ã• ðŸŽ• | Pos | Product |
| @TheJoyfulOrg Wait a second, are @starbucks holiday cups out? I guess I'll find out when I hit my new neighborhood drive thru at 3pm! | Pos | Product |
| Caramel BrÃ»Ã©e is back! #joy @starbucks :-)) http://t.co/m6ioqhbN | Pos | Product |
| @jmac82 it is the big gay @Starbucks of West Hollywood. | Neg | Staff |
| 6 months ago I couldn't drink a black @Starbucks coffee. Today, I can't live without drinking 4 of them. #addicted #caffeinefreak | Pos | Product |
| @SomiePants @starbucks mick showed me this at work. | InDiff | N/A |
| Holiday cups are back @starbucks :) | Pos | Product |
| @boogdogDC Where is that @Starbucks? I have to hit that one. Way too early for Christmas. | InDiff | Personal |
| @boogdogDC @Starbucks GASP! | InDiff | N/A |
| @Starbucks hey starbucks! can you please tell me why @Harry_Styles is drinking here? thankyou! x http://t.co/aeTboBTb | InDiff | Personal |
| In post #hurricanesandy the man with the power strip at @Starbucks is a god | InDiff | Personal |
| This is an impostor @starbucks. They don't have red cups. | Neg | Staff |
| Sometimes it's the simple things... Heart @starbucks #red cup!! http://t.co/Z2azmAAT | Pos | Product |

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| @yarby @VespaUSA @Starbucks Yeah, I'm a pretty big deal. I get it all the time. | InDiff | N/A |
| Today is brought to you by @Starbucks and @Nature_Valley. http://t.co/OxF1dJcX | InDiff | Brand |
| And helloooooo @starbucks holiday cups. Welcome back. #starbucks #coffee http://t.co/Vpgz5zW5 | InDiff | Product |
| @bregel @Starbucks Gross Drew! Stay off that stuff man, it'll kill ya | Neg | Product |
| Again...why is there no #HarryPotter in my @Starbucks â™¶â™† I love him! He is adorable!! â™¶â™† | InDiff | Personal |
| @Starbucks how long do I have left to enjoy glorious #pumpkinspice lattes before they are done for the season??? | Pos | Product |
| Used my free @starbucks birthday drink for a latte in a glorious Christmas cup! http://t.co/DJIsMu5G | Pos | Product |
| @bigdart @VespaUSA @Starbucks how could I not know it was you? | InDiff | N/A |
| @starbucks...you better invest in spell check label makers. http://t.co/RIFKGLe9 | Neg | Brand |
| @yarby @VespaUSA @Starbucks how could I not know it was you!?! The real question is, how did you know it was me!?! Big day on @CNBCClosingBell. We've got @realDonaldTrump along with @Starbucks CEO Howard Schultz and AIG's CEO Robert Benmoshe on earnings. | InDiff | N/A |
| @starbucks thank you for your free wifi, contacted worried friends & family in Australia when my hotel lost power. #Sandy | Pos | Charity |
| Christmas cups @Starbucks! #mostwonderfultimeoftheyear | Pos | Product |
| News channels now reporting the rise in New Yorkers' morale directly due to @Starbucks holiday cups. | InDiff | Brand |
| This is why I love @Starbucks because every now and then one of the baristas will just give me a free drink! Today's such a great day | Pos | Staff |
| @Starbucks cannot thank you enough for giving people happiness on the east coast with the red cups! #holidays2012 | Pos | Brand |
| #pumpkin #spice #latte #starbucks @starbucks http://t.co/BVrAs0J9 | InDiff | Product |
| @bigdart @VespaUSA @Starbucks you do know that was me, right?! | InDiff | N/A |
| @jooooooolia @Starbucks YOU CAN YOU CAN. GO GET ONE! :D | InDiff | N/A |
| I'm about to walk all the way to @Starbucks just for a christmas cup...not lying. | InDiff | Product |
| I voted for Eggnog Latte as my top @Starbucks Christmas Red Cup #VoteEggnog #RedCupsAreComing http://t.co/tIEEMVDL | InDiff | Product |
| @starbucks omg it IS time for eggnog lattes. yes. http://t.co/V6JvwVR | Pos | Product |
| @BL11Hannah @Starbucks Yay, omg are the Christmas cups out!? Can't wait!! :) They seem to make everything just a tad brighter! :) | Pos | Product |
| All you'd eat is @Starbucks? "No, I'd eat celery!!!" @ErinLeigh19 #gradschool #ftw | InDiff | Work |
| @starbucks has their holiday cups!!! Makes me feel so cozy and happy | Pos | Product |
| @Starbucks i want a follow from you guys! Love ur drinks and beverages! | Pos | Product |
| According to @Starbucks, it's time for the holidays! http://t.co/EaEkoQC7 | Pos | Brand |
| @ashTV @Starbucks are the red cups back!?!? | InDiff | Product |
| #redcups have officially arrived @Starbucks! #holidayfavorites #thingsthatmakemesmile | Pos | Product |
| @faithmarie10 @starbucks don't forget the Carmel brÃ©e latte! Had one today! | Pos | Product |
| Hey Lady YAPPING at the top of your lungs in @starbucks -Shut it Rudy Huxtable | InDiff | Personal |
| wowowow holiday drinks at @Starbucks !! #caramelbrulee | Pos | Product |
| I think @starbucks answered me... No it is not too early for Christmas stuff http://t.co/bQagw5Xv | InDiff | Product |
| Who Likes Pumpkin Spice Coffee from @Starbucks? #CenaActive | InDiff | Product |
| @BL11Hannah @Starbucks too early for the red cups!!!!!! ; <3 you starbucks, but halloween was just yesterday! | Neg | Product |
| @DanaBrunetti Gotta love @Starbucks for making it right! Did you give them some suggestions for better "hold music"? | Pos | Brand |
| @nicolemmoll excited about @starbucks holiday red cups! http://t.co/zN6CLtcl | Pos | Product |
| @Starbucks my low cal drink looks even better in my #redcup ! Thx again! | Pos | Product |
| In @Starbucks so I am winning http://t.co/DOFrcXzR | Pos | Brand |
| @Starbucks skinny peppermint mocha. â™° http://t.co/x0leMxpW | InDiff | Product |
| Caffeine boost, stat! (at @starbucks) â™° http://t.co/YkR2i7Z8 | InDiff | Product |
| The peppermint mocha is baaaaack!! My favoritee:) probs better than pumpkin spice in my mind @Starbucks | Pos | Product |
| Red cups at @Starbucks!!! My favorite season is getting closer.. ðŸ˜‰ ðŸ˜‰... | Pos | Product |

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| @BL11Hannah @Starbucks what drink do you order?! Do you use sweetner? | InDiff | Product |
| about to be lectured by my boss in 15... meanwhile, at @Starbucks | InDiff | Personal |
| @Starbucks #ftw November 1 and already Christmas holiday lattes. this makes my day #cremebrulee | Pos | Product |
| Coffee and oat fudge cake. Pairs that soothe that business day. Like the @Starbucks pumpkin here too. (@ Starbucks) http://t.co/uAewjJq | Pos | Product |
| My @starbucks eggnog latte went from way too sweet to gross mouth syrup in just a few inches. #stilldrankit | Neg | Product |
| Photo: Bye Halloween!!! Till next time! Say hello to the holidays!!! Time for @starbucks holiday cups â••â••... http://t.co/y3CIQbcA | InDiff | Product |
| Its that time of the tear again! #RedCups @starbucks #christmas â••â•• http://t.co/JrFGM4O9 | Pos | Product |
| awe nerds! the @starbucks Christmas cups came out todayâ€¦ not a fan. | Neg | Product |
| One of my goals today is to do whatever it takes to get a @Starbucks #holidaycup | Pos | Product |
| Yay! First #RedCup of 2012 @starbucks http://t.co/XsXx2hB0 | Pos | Product |
| @starbucks now alone â••â•• http://t.co/7jMKPrG5 | InDiff | N/A |
| My store (at @starbucks) [pic] â€” http://t.co/4OyAKVtY | InDiff | Staff |
| I went to @Starbucks today and they didn't give me a red cup..November hasn't officially started for me yet | Neg | Product |
| Quite literally just skipped and ballerina twirled up to the @Starbucks counter in the mall. They liked it. | InDiff | Personal |
| @lovenbd @starbucks of course love!! Best day!!! :-) | Pos | Brand |
| I woke up in the best mood because of Xmas music and holiday drinks @Starbucks then on my way to get one I hit a pothole n get a flat tire ðŸ™” | InDiff | Personal |
| @TarynSzarek especially the red cups at @starbucks !!!! | Pos | Product |
| @Starbucks holiday cups are emerging! #sohappy | Pos | Product |
| The red cups are back at @starbucks - and we all know what that means! #Fall | Pos | Product |
| Holiday flavors came out today ðŸŽ‰@Starbucks | InDiff | Product |
| Longest line today at @DCAToday, @Starbucks. But we need it after Mickey's Halloween Party. We got up too late for breakfast. :) | InDiff | Personal |
| Thx to @Starbucks for bringing holiday cheer to NYC during the aftermath of #Sandy #holidaycupareback !! http://t.co/yyYXBpGs | Pos | Charity |
| @starbucksprtms @starbucks #eggnoglatte #themostwonderfultimeoftheyear ðŸŽ‰â••â••,â••â••, | InDiff | Product |
| Today is the greatest day of the year. #IUBB starts today AND #red cups are back @Starbucks! | Pos | Product |
| @valmartinez @joann_villegas @starbucks I know I saw a girl with one at school. Love those #redcups | Pos | Product |
| OMG...I forgot that @Starbucks holiday cups come today!!!!!!!!!!!! #holidays | Pos | Product |
| The holiday cups @Starbucks made me smile from ear to ear ðŸ™”.. It's the only thing getting me through. #holidays2012 | Pos | Product |
| The red holiday @starbucks cups are making a debut soon now that Halloween is finally over! SO much excitement!!! | Pos | Product |
| @Jaimarie13 @starbucks could be useful especially if you don't have power due to a hurricane :(| InDiff | Personal |
| Love when @Starbucks stops by. Mmmmm coffee. Thank you! http://t.co/SNo950e1 | Pos | Product |
| Bought 4 @KINDSnacks bars at @Starbucks today and didn't notice that this one was half eaten (still sealed) #QCfail http://t.co/6iQMj1iL | Neg | Product |
| TY @Starbucks great cup of pressed blonde coffee to get the day going... | Pos | Product |
| Loving the #gingerbread #latte @Starbucks | Pos | Product |
| Just saw @thehankbaskett walking with a smile outside of @Starbucks. Way cute in person, nice goin Kendra! | InDiff | Personal |
| Fuck @starbucks, coffee wasn't meant to be enjoyed. It was made to get you off your ass so you can turn wrenches. | Neg | Brand |
| Red cups at @starbucks! Happy Winter! http://t.co/IFOGFVo1 | Pos | Product |
| WOW @Starbucks no one ever avail at customer service! I earned Gold months ago n still havent received my card and now my app says im green? | Neg | Brand |
| PEPPERMINT MOCHA #purehappiness @Starbucks | Pos | Product |
| @meghan_wade @starbucks I love #redcups but don't you think nov 12 would b a more appropriate release day? #remembranceday #nov11 #remember | Neg | Product |
| @Starbucks do you have the eggnog lattes in Canada yet? | InDiff | Product |
| Red cups are back!? I guess I'll be at my local @Starbucks almost daily | Pos | Product |
| Loving the michael buble playing @Starbucks right now... | Pos | Staff |
| Thank god for #redbank, fulfilling my @Starbucks needs !!! | Pos | Brand |

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| @jorjormost don't cry!!!! @Starbucks loves everyone ðŸ™¸ | Pos | Personal |
| currently surviving on @4everBrandy's #TwoEleven, my @Belstaff jacket, and @Starbucks bathrooms/heat/water/wifi. #sandy #nyc | InDiff | Charity |
| @traciebee @Starbucks Sounds like you need them. Have a good day! | InDiff | N/A |
| Clever/Hilarious #customerservice at @Starbucks: http://t.co/nED2VIJ7 Key takeaways: personalization & "customer is always first" mentality | Pos | Staff |
| @Starbucks If Starbucks says it's Christmastime, it's CHRISTMAS TIME!!!!!! | InDiff | Brand |
| I didn't tweet this earlier because of my work rage but holy god, @Starbucks peppermint hot chocolate. | Pos | Product |
| Peppermint Mocha now at @Starbucks!! http://t.co/MRWwblrD | Pos | Product |
| @CUPSoFo @starbucks oh my lord sweet potato marshmallow latte sounds PHENOMENAL... | Pos | Product |
| Thank you @Starbucks holiday flavors are back | Pos | Product |
| today is 1 of my favorite days not because itâ€™s @willsparkmanâ€™s & my anniversary but because @Starbucks red cups are out #GBL #jkwilloveyou | Pos | Product |
| Love it when @Starbucks sends a press release to @KIRO7Seattle ! LOVE coffee! Thanks sbux! http://t.co/bRIACo4U | Pos | Brand |
| @Starbucks... With the red cups... #toosoon | Neg | Product |
| @Starbucks brings out #christmas cups today! That means #cremebrulee! #redcups #starbucks | Pos | Product |
| @Starbucks is trialling wireless mobile phone charging in its coffee shops. As if I needed another reason to go there. http://t.co/eOrVsoLx | Pos | Tech |
| Holiday season has begun @Starbucks http://t.co/Hkiw7ZoJ | InDiff | Brand |
| Christmas cups at @Starbucks ! ðŸ™¸ | InDiff | Product |
| My favorite kind of @starbucks â™¸#peppermintmocha #christmascups @ Wells Hall http://t.co/2YazB2k5 | Pos | Product |
| Having coffee with @tifmcvic @Starbucks solving the worlds problems! Still not solved but boy are we having fun!!! http://t.co/nNzUbiq9 | InDiff | Personal |
| Red cups r back @Starbucks makes me so excited Christmas! Had to get a gingerbread latte officially over pumpkin ðŸ™¸ðŸ™¸ðŸ™¸ðŸ™¸ðŸ™¸... http://t.co/Woe6tCeS | Pos | Product |
| Hooray! It's that time again! @starbucks #redcup http://t.co/xHKeaQLA | Pos | Product |
| Pumpkin Spice Latte: Timothy's or Starbucks?! @Timothy's wins... Having @Starbucks now and not as good! :-(| Neg | Product |
| Yeah red holiday cups at @Starbucks :D http://t.co/ID2pM0iY | Pos | Product |
| @starbucks | InDiff | N/A |
| My favorite time of year!ðŸ™¸ #redcups @starbucks http://t.co/QHWqFOG5 | Pos | Product |
| @bale4fifty @Starbucks Glad I got something accomplished well today. #score | InDiff | Personal |
| Hi @Starbucks! Whatâ€™s the best way to grind your beans? I just got a grinder with settings! | InDiff | Personal |
| @Thizel @starbucks miss you too! We need to have an AI reunion. | InDiff | N/A |
| Christmas has come early! @starbucks #redcups #starbucks #coffee #christmas http://t.co/8wOldWi9 | Pos | Product |
| Yay!!! Red cups! @starbucks http://t.co/VIqsg8nL | Pos | Product |
| Still alive but still without power or signal, came downtown, which has partial power, to a ... (at @starbucks) [pic] â€” http://t.co/LrzwB7hV | InDiff | Staff |
| Best part of working at two hospitals! @starbucks in between. #holidaycups #thingsthatmakemehappy #lovethis http://t.co/6Ajbh5ne | Pos | Product |
| Who's down to go get some holiday coffees at @Starbucks since its finally Christmas time?! #redcups | Pos | Product |
| I can't believe it's already #redcupday at @Starbucks! Trying to muster enough strength to get out of bed and get a red cup. Stupid fever :(| InDiff | Product |
| First taste of Christmas blend today. I'd almost forgotten what joy tasted like. @Starbucks #christmasblend #coffeelove | Pos | Product |
| Hi @DanaBrunetti #CoffeeBean tastes better anyway! @starbucks | Pos | Product |
| Not ready for the holiday cup @starbucks ... And I still think there should be an autumn cup design http://t.co/sCHmKTo1 | Neg | Product |
| Dear @starbucks, thank you for your wifi and caffeine :) | Pos | Brand |
| Got a free Caffè Mocha From @Starbucks for buying 40-something drinks with my gold card. #delicious #thankyou | Pos | Product |
| Holiday (Red) cups are back at @Starbucks | InDiff | Product |
| I need to limit myself to one eggnog drink per shift! #holidaydrink #holidays @Starbucks | Indiff | Product |
| Another business meeting in a @Starbucks #mynewboardroom | InDiff | Work |
| @Starbucks does not play around. When it hits November 1st, it's Xmas time. http://t.co/5BvpXtda | InDiff | Brand |
| @starbucks holiday cups are here! #holidays2012 http://t.co/C6ry6yJQ | Pos | Product |

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| @Jason_Upton Bad rep for @Starbucks baristas. We have Christmas blend... So that's not a company thing. | Neg | Staff |
| @wvqueen1 @starbucks it was perfection. | Pos | N/A |
| Decaf Skinny Cinnamon Dolce Latte. New fake Coffee fav. Also very holiday ready @Starbucks http://t.co/XiKllydK | InDiff | Product |
| Christmas cup at @starbucks http://t.co/P296Mnrv | InDiff | Product |
| Hubby-to-be just dropped off my favorite sip in that perfect red @Starbucks cup. Christmas time is here! #lovehim | Pos | Product |
| Time for some serious caffeine. @starbucks here I come | InDiff | Product |
| November 1.I wonder if the #RedCup of cheer has arrived at my @Starbucks bringing warmth and happiness... | Pos | Product |
| Eggnog Latte + Chai. #Winning @Starbucks | Pos | Product |
| Holiday cups are back @Starbucks! #happygirl. | Pos | Product |
| finally! @Starbucks http://t.co/xLV665hg | Pos | N/A |
| Must be coming up to Christmas. @starbucks red cups are back! Oh, toffee nut latte, how I've missed you :P http://t.co/gYbvZlJr | Pos | Product |
| @Starbucks is lucky to have employees like this one that can make a difference in someone's day. http://t.co/4GpqXdly | Pos | Staff |
| @bale4fifty @Starbucks You got it, Sister. I just read the text and hope for the best. I wouldn't know if they f-ed it up. #sorry | InDiff | N/A |
| 70 degrees in #coloradosprings today? Perfect day for release of the holiday cups @starbucks http://t.co/68n0FoHR | Pos | Product |
| That awkward moment when you suddenly realize you are whistling along to the Indiana Jones soundtrack in @Starbucks #adventuresatstarbucks | InDiff | Personal |
| @wvqueen1 @danabrunetti @starbucks dang it... #caffeineFail | Neg | Product |
| .@Starbucks holiday cups are officially out! #istheseason | Pos | Product |
| can really go for @Starbucks right now | InDiff | Brand |
| @_EricaRileywe don't even have a @Starbucks on campus... -_- | InDiff | Personal |
| @CambriaSobolew @starbucks Haha. Great minds think alike! PS. You're a star for volunteering :) | InDiff | N/A |
| Got some Thanksgiving blend in my red @Starbucks cup... Eggnog later??? I think so... | InDiff | Product |
| We love our #Baristas @Starbucks in @Msu_Psu. Try Jeani's #Favorite today! http://t.co/4LI3ohkD | Pos | Staff |
| Loving the new holiday cups @Starbucks! November 1st means only one month until my favorite month of the year! http://t.co/tL8tzKi2 | Pos | Product |
| the man ahead of us at @starbucks just put 9 (count them, 9!) sugars in his TALL coffee. maybe try another beverage if you can't handle it! | InDiff | Personal |
| #YouKnowItsChristmas when the #redcups are here @Starbucks | InDiff | Product |
| Ahhhhh the Carmel brulÃ©e is back ðŸ˜± @Starbucks #sohappy #addicted #yummy #YAY | Pos | Product |
| @Starbucks Half a cup deep in my #blonderoast. Having a mini freak out. How much caffeine is in this stuff??? My hands are shaking. | Neg | Product |
| @Starbucks this is easily the best part of the calendar year! #BestFlavors #RedCups | Pos | Product |
| @Starbucks yeah!! | Pos | N/A |
| Thought @Starbucks was out of Sugar in the Raw, but turned out I merely had to fingerbang the sugar caddy for a few minutes. #sweet | InDiff | Personal |
| Never been a fan of @Starbucks but they have gained a lifetime customer. They are hooking it up on 66th and 3rd. | Pos | Personal |
| @andertrent @starbucks you could only be so lucky! | InDiff | N/A |
| @JessecFrost We must have the same mind, because after the blood drive I am getting a chai tea latte from @Starbucks! | Pos | Product |
| The @starbucks inside the Moorestown B&N has the best food. #nomz | Pos | Staff |
| To get me through this Thursday afternoon! @Starbucks #refreshers http://t.co/XIT4VdDH | Pos | Product |
| Holiday cups are out at @Starbucks!?! | InDiff | Product |
| @Starbucks: Good to see you again, my friend. #redcups http://t.co/B6Wu0Ifk It's the most WONDERFUL time of the year! #peppermintmocha :) | Pos | Product |
| #goodmorning #starbucks #redcups #holidaycups #holidayseason #greentealatte #lovecoffee #soy @starbucks http://t.co/JG8JY0JB | Pos | Product |
| I voted for Gingerbread Latte as my top @Starbucks Christmas Red Cup #VoteGingerbread #RedCupsAreComing http://t.co/6IRP2IHJ | InDiff | Product |
| i'm sitting here with a @Starbucks caramel apple spice AND a pumpkin chai @DAVIDsTEA ... i love fall drinks. | Pos | Product |
| @StarbucksStore Still awesome, though it is super convenient to be able to order them online (hint hint @Starbucks!). Thanks! | Pos | Brand |
| @bale4fifty @DanaBrunetti @Starbucks Clearly, he's got connections, Sister. I'm your only connection--#BringMeAStarbucksPlease #fail | InDiff | Personal |
| First red cup of the season @Starbucks cvg http://t.co/doFwJgww | InDiff | Product |

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| Just heard somebody order a Salted Caramel Hot Chocolate from @Starbucks #mindblown | InDiff | Product |
| @mandyllyn28 @starbucks the contrast is what makes it amazing. δΥ'šδΥ~☛ miss you Amanda! | InDiff | Personal |
| @starbucks kcups, @stonyfield cream, @getunreal no.77 and Pinterest #perfect http://t.co/vUWj19as | Pos | Product |
| My favorite cups are back @Starbucks δΥ~Ϸ | Pos | Product |
| My #iPhone @Starbucks app keeps crashing. Does yours? #tragic #firstworldproblems | Neg | Tech |
| @AlexRFischer @starbucks Wow, 6 shots!? That's impressive! | InDiff | Personal |
| Gingerbread latte's AND holiday cups!? @starbucks, you just made my day!! | Pos | Product |
| Is it sad that the only reason I'm getting a chai tea latte is because I realized @Starbucks started using #holiday cups? | InDiff | Product |
| My favorite time of year! Why? Because @Starbucks is selling gingerbread lattes again! δΥ~Ϸ~δΥ~☛ | Pos | Product |
| @nicolovee @starbucks no I got one tho morning and got super excited!! | Pos | Product |
| Frank is my favorite! This just got me excited. That and the @starbucks Christmas cups. @TorTorMcIntyre @EmmaMahoney @Jennifer_Coop | Pos | Product |
| @Starbucks Its finally here!! #PeppermintMocha | Pos | Product |
| now all I need is @ServingStrong, @ayceesquared, and @jenniesco in a @Starbucks enjoying this drink with me! #Christmas | Pos | Product |
| @Starbucks seeing that picture made my friend and i get up and go straight to get some lattes. thanks for the spreading the joy! #cheer | Pos | Brand |
| @MrsJ_Faller @starbucks is it a collectable? | InDiff | N/A |
| Egg Nog latte from @Starbucks, obtained. Guess I have to give in to Christmas planning now. | InDiff | Product |
| @starbucks to go #Denver #Reno #LakeTahoe @ Starbucks http://t.co/wTsRzK2u | InDiff | Staff |
| Second one if the day...it's like that sometimes @starbucks http://t.co/CX3enDYk | InDiff | Product |
| Also, @Starbucks I am unimpressed and underwhelmed with this year's red cup. | Neg | Product |
| @starbucks so is it time for eggnog lattes yet?! | InDiff | Product |
| Spelled it right @starbucks ;-) http://t.co/vsVMGnIz | InDiff | N/A |
| @ThizeI @Starbucks I love the salted caramel mocha too, yummy! | Pos | Product |
| It's officially the most wonderful time of the year! @Starbucks just told me so. http://t.co/wgHth77K | Pos | Brand |
| I love the @Starbucks Christmas cups δΥ~šδΥŽ,,δΥŽ...â•• #itsthattimeofyear | Pos | Product |
| My throat is so sore today... Had to stop by @Starbucks and pick up some hot tea. The people there are so nice! â~δΥ~☛μ | Pos | Staff |
| Thank You @Starbucks for cheering us up with the traditional holiday cup #starbucks http://t.co/qPwTG2kD | Pos | Brand |
| Two great things: @Starbucks Salted Caramel Hot Chocolate today and my free lunch from @Chopt . #realgood | Pos | Product |
| Red cups :) @starbucks http://t.co/2818q1P9 | Pos | Product |
| @4everimblessed @starbucks The Chistmas cup! δΥŽ...δΥŽ,,δΥŽ⊕ http://t.co/HBZKNLJU | Pos | Product |
| November 1- I am thankful for @Starbucks rewards for my free, non-fat, triple pumpkin spice latte | Pos | Product |
| Christmas flavors are back at @Starbucks!!! I've missed u, Gingerbread Latte. | Pos | Product |
| @Starbucks yay!! it's winter time! | Pos | N/A |
| @Secret_Trainer @ENERGYbits @Starbucks ain't no shame in the Starbucks LOVE ;-) | Pos | Brand |
| #3Words I want @Starbucks | Pos | Brand |
| The first thing I'm going to do tomorrow is go to @starbucks and down an eggnog latte. | Pos | Product |
| Christmas is coming... Already... @starbucks #coffee #christmas http://t.co/qoblObOy | InDiff | Product |
| @Starbucks #starbucksolidaycup is here!! live this time of year :) | Pos | Product |
| @MrsJ_Faller @Starbucks red cup? you know im not a starbucks drinker so dnt judge me hoe! lolδΥ~ | Neg | Product |
| @wherezanita @Starbucks IS THAT A CHRISTMAS CUP!? | InDiff | Product |
| Did @Starbucks raise their prices?! I just paid \$4 for a tall latte. That's crazy. | Neg | Product |
| My mom just texted me a photo of the @Starbucks RED CUP. The Holiday season is officially here! http://t.co/CBIqKepN | Pos | Product |
| sweaters, scarfs, @Starbucks, & snuggling δΥ'—δΥ'œδΥ'—âϷ☛ | InDiff | N/A |
| We hear that @Starbucks, @Panera and @Dunkindonuts are being very kind by welcoming local residents to power up in their NYC and NJ... | Pos | Charity |

| | | |
|--|--------|----------|
| @starbucks Holiday Cups Are Back!!!! δŸ~•δŸŽ,δŸŽ... @ Starbucks http://t.co/zUqdGv8F | Pos | Product |
| #Winter drinks and cups @starbucks δŸ'•δŸ'sâŸ☞ guess that means I can start listening to #Christmas music!! δŸ~Š http://t.co/mJNNZzcc | Pos | Product |
| @Starbucks #PEPPERMINTMOCHAS | Pos | Product |
| @Kelseykg @Starbucks Woo hoo! #LoveEggNog | Pos | Product |
| @Starbucks please try and get my drink correctly! I paid for the syrup! Thank you! | Neg | Product |
| @Starbucks love the cafe mocha too bad I'm broke most of the time | InDiff | Product |
| How do you drink your coffee? #Halloweek @Lo_Dricks @Starbucks #DIY #chailatte http://t.co/mckGYzHd | InDiff | Product |
| Hey @starbucks! Could we get a Good Luck RT for the hundreds of thousands of folk participating in #nanowrimo this year? | InDiff | Personal |
| ONLY ONE MORE DAY UNTIL CHRISTMAS DRINKS COME OUT!!!! #soexcited #starbucksforever @Starbucks | Pos | Product |
| could someone please bring me a coffee from @Starbucks. please and thank you. #sleepy | InDiff | Personal |
| @Starbucks at Golden, CO, giving away peppermint mocha samples. @stephensimpson1 wud be pissed if he knew.. #DeeLish http://t.co/tlHlkm9C | Pos | Product |
| I'll be going to @Starbucks today just to get my #redcup | InDiff | Product |
| A little mommy time with some yummy iced coffee @starbucks :) #starbucks #tobeapartner #dayoff kinda http://t.co/YcOr4M6I | Pos | Product |
| It's official! Merry Christmas. #christmasblend is now on tap @Starbucks #enjoyingtheholidayspirit | Pos | Product |
| I am all geared up for my @starbucks this evening. #coffee | InDiff | Product |
| And I wish @starbucks would bring back The Way I See It on these cups! | Neg | Product |
| @Starbucks Coffee date w/ @growthringer #starbucks #coffee #redcups #date #nofilter http://t.co/O94Wgv3t | InDiff | Personal |
| Don't miss @CNBCClosingBell today @MariaBartirromo interviews @starbucks Chairman & CEO at 4PET. How will #Sandy impact his supply chain? | InDiff | Charity |
| Contemplating going to @Starbucks today for the sole purpose of getting coffee in a red holiday cup. One of the best parts about winter :) | Pos | Product |
| Holiday cups have begun at @Starbucks ! #happyholidays | Pos | Product |
| Gingerbread latte...this made my day @starbucks #holidays δŸŽ,δŸŽ... http://t.co/lh7S5CfR | Pos | Product |
| Red @starbucks cup > Red Solo Cup #businesswoman #classyovertrashy | InDiff | Work |
| Tis the season for @starbucks #redcups #gingerbreadlatte #winter http://t.co/yP3U8SHJ | InDiff | Product |
| Just donated to CUP fund. To fellow @starbucks partners dealing with #sandy - we've got your back. Thinking of you in Canada. #tobeapartner | InDiff | Charity |
| @Starbucks Are Thanksgiving and Christmas blends coming in k-cups like Anniversary? | InDiff | Product |
| Breakfast with my Mom! I want @Starbucks ASAP. δŸ'• | InDiff | Personal |
| CONFIRMED: Red Holiday cups have arrived at @Starbucks. http://t.co/ojLq8iTr | InDiff | Product |
| @Starbucks Thanks for the free drink from your app...you dont mind that I ask for 5 shots of espresso do ya?? Sweet thanks! | Pos | Tech |
| Poll: What's the best coffee on campus . . . @Starbucks, @GreenMtnCoffee or #BlackBearDining? | InDiff | Personal |
| My @Starbucks didn't have holiday cups today #firstworldproblems | Neg | Product |
| @starbucks coffee (@ Dar Al Awadhi) http://t.co/PVEEU1f | InDiff | Staff |
| Well @starbucks wasted no time switching holidays. Christmas cups are back! | Pos | Product |
| CHRISTMAS IN A CUP #HappyDay @starbucks http://t.co/BVyXEnF8 | Pos | Product |
| @Starbucks I don't how to use my free b'day drink reward ! And it was on 10/07 :-(| Neg | Product |
| @Starbucks I'm goin to need one of those | InDiff | N/A |
| @starbucks just released their Christmas cups today!! Too soon? I think not! http://t.co/zler1wlc | Pos | Product |
| @starbucks, just had the worst cheese cake ever first time in Merryhill branch I don't think I will go back service was good though! | Neg | Product |
| Flipboard and first #peppermintmocha of the season. @starbucks win on my last morning on home turf. http://t.co/1irXajhk | InDiff | Product |
| Need to get to @starbucks. It's red cup season! #finally #jumpforjoy | Pos | Product |
| Stoked to see that my other favorite type of red cup is making an appearance at @Starbucks again #tistheseason | Pos | Product |
| @Starbucks Barista refused skinny pep. mocha b/c it's "only avail on Fri", but other barista gave skinny PM to another customer #badservice | Neg | Staff |
| Chilling at @Starbucks wit my sister, and Mike | InDiff | Personal |
| Red cups are here! It's officially the holiday season! Wahhhh! @starbucks @ Starbucks http://t.co/bDiRPf8X | Pos | Product |

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|--|-----|---------|
| @BethFloyd1 @Jess_Y_Lam @Starbucks I must partake in these gingerbread lattes this weekend!!! | Pos | Product |
| @DanaBrunetti @starbucks free supplies? Shipment issues? How does one get freebies? #ImStarbucksBitch jeez.... #addictMuchDana ä~ä~ä~•ä~•ä~•ä~•, ä~•ä~•ä~•, ä~•ä~•ä~•, | | |
| Christmas drinks are back at @Starbucks! Time to get an Eggnog Latte! | Pos | Product |
| I live for @Starbucks Christmas drinks. | Pos | Product |

Figure 2 – Tweets About Starbucks (11/2/12)

| status | Tweet Tone | Topic |
|---|------------|----------|
| Caramel hot chocolate @starbucks #decent #roastytoasty #whipcream ä~•ä~•ä~• | Pos | Product |
| Oh no, I feel a winter @starbucks addiction coming on. | InDiff | Brand |
| Enjoying my first #eggnoglatte from @Starbucks totally made my day | Pos | Product |
| Holiday cups at @Starbucks! Chicka yaaaa! http://t.co/eiqCNwE4 | Pos | Product |
| @Harry_Styles @starbucks Starbucks when THE Harry styles tweets you you gotta answer dudes! And yes it does... We in Malibu it does | InDiff | N/A |
| Can you get the Red cups at @Starbucks yet? | InDiff | Product |
| #FF (((Hugs&Love))) @Starbucks | Pos | Brand |
| @Harry_Styles @Starbucks i don't think so. the red cups are the best. | Pos | Product |
| @BritneyChizzy @Starbucks YAY! | Pos | N/A |
| @Starbucks How a red cup can excite me so much is beyond me. This one goes to @Starbucks for impeccable emotional equity in their branding. | Pos | Product |
| The horror...the horror... @Starbucks (and apologies to Conrad) #xmasstartsindecember http://t.co/t8YR6lvT | Neg | Brand |
| Beauty tip: hide the bags under your eyes with a @starbucks cup. http://t.co/JvdDOeio | InDiff | Personal |
| @Harry_Styles @Starbucks yes u can mr.styles | InDiff | Personal |
| @Harry_Styles @Starbucks yeah you can I think? It looks like you don't have anymore hands the way I see it #starbucks http://t.co/2zljwY9p | InDiff | Personal |
| November: Poppies, moustaches, and @Starbucks seasonal drinks with red cups #November #Poppy #RemembranceDay #November #Starbucks #Canada | InDiff | Product |
| @Harry_Styles @Starbucks whats wrong with u wait i love those cups | Pos | Product |
| When @veronicazupanic and I plan how many cats we shall have over @Starbucks #Yup #WereJustToCool #Meow | InDiff | Personal |
| I'm a picky barista bitch, but I really do love the @starbucks Cranberry Bliss Bar with some Joy Tea. | Pos | Product |
| Blonde roast from @starbucks brewing for my pre work drink. :) | Pos | Product |
| Peppermint mochas are back at @Starbucks ä~•ä~•ä~• #christmastime | InDiff | Product |
| Christmas time has officially begun! @starbucks http://t.co/TKIJgNXH | Pos | Brand |
| @Harry_Styles @Starbucks in canada you can I don't know about anywhere else yet :* :) | InDiff | Product |
| It's officially the beginning of the holiday season. The @Starbucks red cup! http://t.co/GCvtvdVl | Pos | Product |
| @starbucks CEO endorsed #owsbamamao. F U and youve lost my business u marxist pos fraud :-) | Neg | Brand |
| Ohmygod - caramel brulee latte unf @starbucks | Pos | Product |
| christmas cups are back! @Starbucks yay | Pos | Product |
| 'Tis the season!! @starbucks #eggnoglatte and #christmasblend worth going out for! http://t.co/J4i3XISO | Pos | Product |
| Hey @Starbucks. Fuck you and your stupid language #tall #grande #venti | Neg | Product |
| I'm @starbucks (18885 N Reems Rd Ste 105, Surprise) http://t.co/ITilxDGM (+10pts) | InDiff | Staff |
| @MagicJamie @starbucks @rachael_haigh holy moly! That's waaay toooo soon to me!! | InDiff | N/A |
| I was Jamie today @Starbucks!!!! #lol http://t.co/35ket7EA | InDiff | N/A |

| | | |
|---|--------|----------|
| I really want a PSL before work but I don't have a car. Ugh. #firstworldproblems @Starbucks | Pos | Product |
| Someone bring me a double chocolate chip frappuccino from @Starbucks k thanks | InDiff | Product |
| @Harry_Styles @starbucks they'll make em now, watch | InDiff | N/A |
| @Harry_Styles @Starbucks I was expecting one the other day and the guy reached for it but then grabbed a white one. >_< #rude | InDiff | N/A |
| Thanks @mdgee just ripped up my @Starbucks @StarbucksCanada card because of dropping free soymik. You lost my \$5 a day or \$1500 a year. | Neg | Product |
| @jason_early I'll need a coffee IV. I was spoiled last time with @OperationNICE and @chrisbaglieri magically appearing with @Starbucks | InDiff | Personal |
| Me and @starbucks http://t.co/6zYFAp39 | InDiff | N/A |
| Sisters trip - cheers from @starbucks! Our first red cup of the season @heidithomssen @sdhotwheels http://t.co/tyKWTpM | Pos | Personal |
| Red cup time. The amount of joy I have. @starbucks how I love you http://t.co/ISYjAARx | Pos | Product |
| RED CUPS ARE BACK AT @starbucks. DEAD. | InDiff | Product |
| Eggnog latte is delicious @starbucks | Pos | Product |
| @Harry_Styles @Starbucks you can here in Birmingham! :D | Pos | Staff |
| @Harry_Styles @starbucks yes! Just got the email this morning that they are back! | InDiff | N/A |
| My @starbucks is cold. #nycgrlproblems | Neg | Product |
| You gotta love the holiday season when u work at @Starbucks! Holiday drinks launch TODAY! | Pos | Brand |
| Work work work @Starbucks | InDiff | Work |
| I love @Starbucks but some of the customer service sucks!! I was lucky they were cold drinks otherwise I would have gotten burned! | Neg | Staff |
| @Starbucks @PanerBread @WholeFoods ~\$Best places to get WiFi right now if you're working fr home http://t.co/Khi5i11c #WorkingFromHome | Pos | Staff |
| @Starbucks do you still have the pumpkin spice latte ???? | InDiff | Product |
| @Harry_Styles @starbucks some places do... | InDiff | N/A |
| @Starbucks is there a way to provide coffee for #Sandy 1st responders in NYC? I volunteer to help! | InDiff | Charity |
| I love this #socialmedia idea #StarbucksRedCups Challenge @Starbucks! I am definitely gonna participate! http://t.co/LgGym1FZ #InstagramPics | Pos | Product |
| @Starbucks needs some serious #GlutenFree options. Usually SB is so progressive. Why so behind this trend? | Neg | Brand |
| Buy me a @starbucks drink = Friendship Forever :D #jussaying #CarmelBrulee http://t.co/eN2TYr39 | Pos | Product |
| First red cup of the season! @starbucks δŸŽ„δŸŽ…δŸŽ⊕ #HappyHolidays! http://t.co/YrwCrp56 | Pos | Product |
| tis the season for soy chai lattes @starbucks #starbucks #newyork #stillstranded #hurricanesandy http://t.co/HsEcCCW9 | InDiff | Product |
| Ballot dropped off...check. New glasses picked up...check. Caramel Brulee Latte from @Starbucks...my day is off to a great start! | Pos | Product |
| Need a coffee at 440 pm. @starbucks | InDiff | Product |
| @Starbucks Made 2 lattes at home and got 2 chais at a family owned place. Won't come back til u bring back free soy for loyal customers. | Neg | Product |
| The new lattes are at @Starbucks !! YES! #thehappiesttweetofalltweets #favoriteplaceonearth | Pos | Product |
| @yesakmanning with the answer FTW! You're welcome, @harry_styles @starbucks | InDiff | N/A |
| @Harry_Styles @Starbucks Starbucks Red Solo Cups? :D | InDiff | Product |
| @Starbucks 10/31 had #SanteFeChickenPanni for the first time. \$5.95. Sorry, it did not taste good. So rubbery. Didn't taste like real food. | Neg | Product |
| @Lyddiegall @Starbucks what's with that?! Central CT is rocking the red cups already...got mine today & yesterday #CoffeeAddiction | Neg | Product |
| I knew I loved @Starbucks CEO, now I do even more with his endorsement for @BarackObama http://t.co/FOXYwyc6 | Pos | Brand |
| @Starbucks Enjoyed a #Holiday special this morning! Yum! #starbucksRedCups good for road trip to #ski @SkiNakiska | Pos | Product |
| LOL @ how my sister bribes me with @Starbucks | InDiff | Personal |
| dearest mother nature. turning 37 doesn't mean u wake up with an additional 37 gray hairs. it means you get a free coffee from @starbucks. | InDiff | Personal |
| why is everyone happy about these @starbucks #redcups..? the coffee is STILL shit people!!! | Neg | Product |
| Food or @Starbucks ? | InDiff | N/A |
| We heard a rumor that @starbucks holiday cups are out! Anyone know if #Geneseo sbux has them yet? What's your favorite holiday sbux drink? | InDiff | Product |
| Omg. Christmas drinks at @Starbucks! Too early? Yes. Did I get one? Yes. | Pos | Product |
| Had the worst day ever at @Starbucks I picked up my drinks at the counter and the lids were not on properly and ... http://t.co/pi4Y1PUu | Neg | Product |

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|--|--------|---------|
| got my first red cup of the season from @Starbucks today. #joy | Pos | Product |
| @healthytravel @JohnLorinc @Starbucks No, not Turkey Coffee? Turkey = sleepy and coffee = hyper. Sounds like #RedBull and vodka effect | InDiff | Product |
| Finally got my fix! @starbucks #holidays http://t.co/Pz7r43Bz | Pos | Product |
| @MagicJamie: First Christmas @starbucks of the season...peppermint mocha! Mmmm! :-) http://t.co/dSW6AbJjalready?!?! :-O | Pos | Product |
| @Starbucks Harry styles follows u wow so lucky | InDiff | N/A |
| A day of shopping and @Starbucks holiday cups? That's what I call a good day! http://t.co/Qe9sRI3Q | Pos | Product |
| @Harry_Styles @Starbucks when i went this morning they had them, but i live in the states so idk! | InDiff | Product |
| It's so weird seeing Christmas @starbucks cups in California. | InDiff | Product |
| @tomlinshutup @Harry_Styles @Starbucks whats that | InDiff | N/A |
| @PghTasteBudB @JohnLorinc @Starbucks You're on to something. November can be Turkey month. It's own "special" thing. Gobble Gobble. | InDiff | N/A |
| Red @starbucks cup! I fill you up! With peppermint mochaaaa! @Starbucks http://t.co/TBJrdU5I | Pos | Product |
| @CNICOLOVE @Starbucks Omg Catherine we're barely in November xD | InDiff | N/A |
| Got the hookup on a peppermint mocha this morning from a kind @Starbucks barista! δÿ'—δÿ'., | Pos | Product |
| My @Starbucks crack is back! Yup - Chai Egg-nogs (CHEGLs) are back for the season! Woot! | Pos | Product |
| @Harry_Styles @Starbucks RED SOLO CUP!! I FILL YOU UP | Pos | Product |
| @Harry_Styles @Starbucks Yeah. The Christmas ones? I got coffee today before I went to go see my dad. c: | Pos | Product |
| #TGIF! Can you believe @Starbucks has #holiday cups already?? | Pos | Product |
| Most important thing to go into my Husky Hunt bag. #obsessed @starbucks @NUHuskyHunt http://t.co/ET20n17E | Pos | Brand |
| First gingerbread latte of the season!! #AdiosPSL #RekindletheSeason @starbucks http://t.co/WQ5zenpU | Pos | Product |
| Economic patriotism: fuck @starbucks Obama lovers! Look a family owned coffee shop with #RomneyRyan2012 stickers. Small business knows! | Neg | Brand |
| Fall essentials. Thanks to @Starbucks mrajswoboda and God. #eggnoglatte #thegoodword http://t.co/q5cvZaHH | Pos | Product |
| @CiLH1 My usual was Green Tea. I can make Tazo green tea at home. #Pennypinching and #Yougetnothing @Starbucks. But, I agree on the coffee. | Neg | Product |
| Ahh the holiday drinks hath arrived. @starbucks | Pos | Product |
| If @dtweetin has 32M fliers/year (http://t.co/PkAB4al4) & 10% have reusable cups, that's 3.2 million wasted @starbucks cups. Which is a lot. | Neg | Brand |
| @RedStateGirl76 @Romniac @Starbucks amen. all non-libtards need to #BoycottStarbucks | Neg | Brand |
| I really need something from @Starbucks to help with this cold. | Pos | Brand |
| @healthytravel @JohnLorinc I agree. Dear @Starbucks Time to debut that secret cranberry and stuffing flavored latte for #November | InDiff | Product |
| @Romniac I not to do @Starbucks anyway b/c their coffee sucks. Now I REALLY won't go. Thx Howard for being transparent, we appreciate it! | Neg | Product |
| Christmas is back at starbucks. Yessss @Starbucks | Pos | Product |
| @Starbucks delicious as coffees :) http://t.co/wbZIZJuK | Pos | Product |
| The @Starbucks (http://t.co/L4uCcoLc) @ @dtweetin (http://t.co/lgkzYg0Y) can't pour into mine w/o throwing paper cup away. Enviro hypocrisy? | Neg | Brand |
| @Starbucks Canada here's to the new memories made with loved ones this holiday season! #RedCupChallenge http://t.co/xEvktsrY | Pos | Product |
| Tis the season for peppermint mochas! @Starbucks | Pos | Product |
| @rwilks @siobhanaa @starbucks fancy that... Enjoy x x | Pos | Brand |
| Red cups, red aprons, holiday drinks. Its #Christmastime @ @Starbucks | Pos | Product |
| @Harry_Styles @Starbucks look its red! http://t.co/aLeeRqgt | Pos | Product |
| @Harry_Styles @Starbucks yes!! since yesterday!!! (: xx | InDiff | N/A |
| Already reached gold member status and my card hasn't arrived yet for weeks; what is this sorcery?? @starbucks | Neg | Brand |
| Walked into @starbucks today and it was already decorated for the #Christmas season...really!? We're not even past Remembrance Day yet... | Neg | Staff |
| I've been meaning to start drinking tea to cut down on stress and use up my \$100 tea from Teavana but I just love coffee too much @Starbucks | Pos | Product |
| Had my first #peppermintmocha of the season in a holiday cup no less. This made me happy! @starbucks | Pos | Product |
| @KimheartDdub Me too :) @Starbucks | InDiff | N/A |
| YAYYYYYYYY HOLIDAY TIME IN @Starbucks! Can't wait til Christmas! | Pos | Product |

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|---|--------|---------|
| I need to get my draggin' butt off the couch. Moving would be good for me. Who wants to start my @Starbucks IV for me? δÿ'‰ã• | Pos | Brand |
| @AnneV @starbucks love those red cups! Feels like Christmas is almost here! | Pos | Product |
| @Siobhanaa Oohhh just tried a @starbucks peppermint hot choc! VERY nice!!! | Pos | Product |
| Last 2 hrs. of work @Starbucks. My day is made...they still have Pumpkin Spice Lattes. | Pos | Product |
| #cloverbrewed Brazil Peaberry Yellow Bourbon is absolutely fabulous! @starbucks @starbucksprtnrs #tobeapar http://t.co/7XB5r6Br | Pos | Product |
| @Starbucks @iannabanansi it's my American duty!!! Even tho I'm technically English. | InDiff | N/A |
| @Harry_Styles @starbucks I can get red cups at starbucks here in the USA land of the brave and the free | InDiff | Product |
| Before I visited @Starbucks 2 times today I had 21 stars & amp; all just vanished!! Whatâ€™s going on?! I was almost to gold! http://t.co/TA8OSJIX | Neg | Brand |
| peppermint mocha latte is finally back @starbucks http://t.co/pcij4EDW | InDiff | Product |
| Props to the @PittsburgUSD250 BOE staff for the @Starbucks gift card! #MuchLove | InDiff | N/A |
| I miss my @Starbucks hot white chocolate δÿ• | Pos | Product |
| This is me in the morning, as I watch @starbucks make my Toffee Nut latte. http://t.co/AZuDLi2 | InDiff | Product |
| @starbucks Red cups & amp; a misspell :) #starbucks #coffee #redcup #holidays #chailatte #dirtychai http://t.co/j1ICPrKS | Pos | Product |
| @Starbucks yes boycott and buy local at small coffee houses - they are sure to be conservative... | Neg | Brand |
| u have got to try the eggnog latte from @Starbucks totally worth it! | Pos | Product |
| @Starbucks thank you for letting #hurricanesandy victims charge up their cell phones and laptops and themselves with a little espresso! | Pos | Charity |
| The cup on @Starbucks website has my name on it. They're clearing trying to reach me. I must go now. http://t.co/4H9j5sBL | InDiff | Brand |
| Gotta love when you get a venti for the price of a grande because they forgot your order δÿ•Šã• #thanksstarbucks @starbucks | Pos | Product |
| @HairTwoHeels @starbucks me too!!! 1/2 sweet lactose free creme brÃ»lÃ©e !! You?! | Pos | Product |
| Nuttin like a @Starbucks | Pos | Brand |
| I recommend @Starbucks @StarbucksCanada officially put âœœChai Nogã€œ on the menu as a holiday favorite #delicious #chainog #notcheg | Pos | Product |
| Oh goodness...I love @Starbucks pumpkin spice latte, but I had never had one as a frappuccino before. DANG it's yummy!!! | Pos | Product |
| FINALLY getting my first @starbucks Christmas drink! It's going to be a good day!! | Pos | Product |
| @Starbucks Please bring back your old rewards program with free soy milk! #LactoseIntolerant #UCLANMM | Neg | Product |
| @JohnLorinc I'm pretty sure you and I frequent the same @Starbucks - and I'm right with you on the #xmasstartsind december issue! :) | Neg | Staff |
| @Voodooopnstar @seymorebutts @georgiaspeach thank you for trying to get the word out. I use to hate @Starbucks but only place charge up. | Pos | Charity |
| First #cranberryblissbar of the season and my fabulous red #xmas cups = #perfect afternoon. @Starbucks | Pos | Product |
| ALL THE HOLIDAY DRINKS are back at @Starbucks !!!!! #carmelbrulÃ© #happyday | Pos | Product |
| LOOK evidence of @starbucks RED CUPS @Harry_Styles you excited yet?xx http://t.co/BR9HFUPF | Pos | Product |
| The Starbucks red cups are back!! That means it's officially the holidays right?? :) @Starbucks | Pos | Product |
| What?? I no longer get free flavor with my @starbucks card? Well, that sucks. | Neg | Product |
| I go to @Starbucks for their holiday drinks and get them iced...I friggin love cold drinks on a cold day #CoolerThanYou | Pos | Product |
| Dear @Starbucks, whilst I like your appeal for people to donate money to @redcross, maybe you could, ya know, donate your unpaid taxes...:-\ | InDiff | Brand |
| @x0bridget23 makes fabulous frappachinnos @Starbucks | Pos | Product |
| @Starbucks #xmasstartsind december. Please RT. | InDiff | N/A |
| @AmberleaKB @starbucks got my first one today! | InDiff | N/A |
| @Starbucks I've got an idea- why don't you donate your unpaid taxes?!?! | Neg | Brand |
| Couldn't wait to get my first red cup of the season! #gingerbreadlatte #yummy I love @Starbucks http://t.co/iFaYgbYA | Pos | Product |
| Thank you @Starbucks for getting me in the holiday spirit already #mostwonderfultimeoftheyear http://t.co/dNNSiwxi | Pos | Brand |
| @jacky_nguyen @Starbucks we appreciate love and when our fans make us part of balanced diet :) Cheers. | Pos | Brand |
| Well, at least we know customers are reading about the new @Starbucks machine. The venue is questionable however. http://t.co/OaZWLHpd | Neg | Product |
| @Starbucks can you guys deliver a Pumpkin Spice Latte to my english class at Konia 102. Thanks â™ã• | InDiff | Product |
| @Starbucks I could really use a green tea lemonade right about now. #Cravings | Pos | Product |

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|--|--------|----------|
| @JohnLorinc @Starbucks We're with you. Let's start a movement for an official December 1 kick-off for Christmas music, decorations etc. | InDiff | Brand |
| @Katerintree ooh... What if they made purple Advent cups? @Starbucks | InDiff | Product |
| World class education @phanns23 : Thirty Thursday and Great Pumkin @Starbucks specials http://t.co/xOdIY6y2 | Pos | Product |
| Enjoying an @starbucks cranberry white mocha with soy and no whip #delish #starbucks #tobeapartner starbuck http://t.co/R1cCdzZ7 | Pos | Product |
| @AnneV @Starbucks Caramel Brulee Lattes are the best! | Pos | Product |
| #CaramelBruleeLatte is back @Starbucks and I couldn't be happier! :) SO good! http://t.co/uGXBjyIW | Pos | Product |
| say it before and I'll say it again worcester really needs a @starbucks | InDiff | Staff |
| When @Starbucks spells my name correctly >>>icedblacktea http://t.co/HClRkQfR | Neg | Staff |
| Could use a caramel latte right now @Starbucks | InDiff | Product |
| So glad holiday cups are back at @starbucks! Does this make it socially acceptable to start blasting Christmas songs throughout my house? | Pos | Product |
| @Starbucks' Double Chocolate Chip Frappe continues to be the only coffee I can drink. | Pos | Product |
| @Harry_Styles @starbucks ah LUV red and Starbucks :) | Pos | Brand |
| Amazing context for our green power deal w EPA's new 'Top 50 US' rankings: #7, ahead of @Starbucks, @McDonalds. Wowza. http://t.co/qXc9Rb1Q | InDiff | Brand |
| So Market Sqr is hanging up Christmas lights & decorations & @Starbucks has holiday cups & drinks ... Wasn't Halloween TWO DAYS AGO!?!? | InDiff | Product |
| @biggerbrett @starbucks I just stick to the classic #pike or #gingerbread latte, venturing out with #coffee or #yegfood is always a #fail | InDiff | Product |
| @Harry_Styles I Had @Starbucks twice today oops | InDiff | Personal |
| @harry_styles @starbucks RED SOLO CUP! I'LL FILL YOU UP, LETS HAVE A PARTYYY... | InDiff | Product |
| Homework @Starbucks. Gonna get stuff done :-) | InDiff | Work |
| Got a @Starbucks Red Cup in your hand at the moment? #SpreadTheCheer and tweet us a pic! | Pos | Product |
| @JohnLorinc Good Question 4 @Starbucks & every other retail business that shifts into full-blown X-Mas mode right after Halloween. Why? | InDiff | Brand |
| I thought the red cups were out today @starbucks ? Sad coz mine is white.. | Neg | Product |
| @starbucks has their christmas cups #itsbeginningtofeelalotlikechristmas | InDiff | Product |
| would save so much money if i wasn't buying @starbucks everyday.#addicted ...need to join a starbucks anonymous :P | InDiff | Brand |
| @eenimomo @starbucks skinny peppermint mocha makes my day. I hear the gingerbread latte is amazing, though I've never tried it. | Pos | Product |
| @Harry_Styles @starbucks YES | Pos | Brand |
| @Habatat_Coffee? Oceana? http://t.co/RxslhK2MT @nmhall: How about it @starbucks? Open up a coffee cart @pbpost! #coffee4journos | InDiff | Staff |
| A little panorama. (at @Starbucks) [pic] â€” http://t.co/PbjZMJmS | InDiff | Personal |
| I love that @starbucks loves me!!! :D thank you @toribee25 ^ _____ ^ http://t.co/YB12IRU8 | Pos | Brand |
| Guess at this point, I should just stay awake. Today might be a good day to use the free @starbucks drink I have. | InDiff | Product |
| @starbucks with some #redcup and eggnog latte magic. http://t.co/1AvD2B7h | Pos | Product |
| @Starbucks and errands with my momma. Gotta love life's #simplejoys | InDiff | Personal |
| @Starbucks FOOOOOLLLLLLLLLLOOOOOW MEEEEEE. I love you. | Pos | Brand |
| @Harry_Styles I live in Argentina and I never went to @Starbucks | InDiff | Brand |
| @starbucks | InDiff | N/A |
| Heading to @Starbucks to check out their new 'evening' menu. YUM! | Pos | Product |
| GoodBye pumpkin spice lattes.. Hello #StarbucksRedCups peppermint mochas :). @Starbucks I love when you bring christmas out ðŸ™• | Pos | Product |
| #GBL #REDCUPS @STARBUCKS #GODBLESSAMERICA http://t.co/mzzz4RfB | InDiff | Product |
| I don't think anyone fully understands the joy I feel when my coffee comes in a red cup. #Starbucks @Starbucks #redcups | Pos | Product |
| @annaglzz @Starbucks cause you were the only one from South Texas that loved that muffin. Its all about blueberry muffin! ;D | InDiff | N/A |
| LOVING my red cup @Starbucks Christmas is in the air!!! #gingerbread #misto | Pos | Product |
| My sanity in this #hurricanesandy mess - steaming hot Via Coffee! Thank you @Starbucks http://t.co/uTB7f0og | Pos | Charity |
| @AnneV @Starbucks yes <3 | InDiff | N/A |
| If @Starbucks sold headphones, the would make bank from me. I somehow manage to forget mine 99% of the time. | InDiff | Personal |

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|--|--------|----------|
| Only thing better than @Starbucks is free Starbucks...so handy with my rewards right in my app and not having to wait on a postcard... | Pos | Tech |
| It's officially the holiday season, they have the peppermint mocha frappuccino at @Starbucks again. #tistheseason | Pos | Product |
| Probably one of my favourite parts of the #holiday season... #eggnoglatte @Starbucks http://t.co/2Uc1GjAL | Pos | Product |
| @AnneV @Starbucks I thought exactly the same thing yesterday haha | InDiff | N/A |
| Had to see it. (at @Starbucks) [pic] â€” http://t.co/BjXh2Kys | InDiff | N/A |
| @ineloquentgirl I was Packer Claus @Starbucks for Halloween. Used "Go Pack Go" for "Ho Ho Ho." Wore a Reggie White jersey, pillow as belly | InDiff | N/A |
| The @Starbucks Chairman comes out in support of @BarackObama & the bux makes a statement that the company is not affiliated w/ a candidate. | InDiff | Brand |
| @Harry_Styles @Starbucks You can get me :D :* | Pos | Brand |
| @AnneV @Starbucks possible (| InDiff | N/A |
| Cannot wait to go to @starbucks!! #christmasflavors #redcup #YES | Pos | Product |
| First Christmas drinks yesterday with @cottsparkles @Starbucks #redcups #christmas xx | Pos | Product |
| at @Starbucks lady in front of 5 people had 10 drink orders. took 15 minutes to get my drink, but they messed up = two carmel apple spices | Neg | Staff |
| @starbucks is all prepped for Xmas! #holidays #christmasiscoming #redcup #xmas http://t.co/QH6L4ggB | Pos | Product |
| @BRANDSPANKshop Why ease it in when you can show up to @Starbucks, tired on a Friday morning and be brought to life by holiday joy?! ;) | Pos | Brand |
| Aw, yea - drinkin out of my @Starbucks holiday red cup #FeelinFestive | Pos | Product |
| @unrehearsed @starbucks YES!!! I am so going to my local Sbucks tonight and HOUNDING them about the mugs! Otherwise, ordering it! Haha | Pos | Product |
| @Starbucks red cups are back.... #XmasVibes â„¸,ðŸŽ... | InDiff | Product |
| @AnneV @Starbucks Right! I love their gingerbread lattes!! So yummy!! | Pos | Product |
| 4 hours of studying @starbucks i think it's time to GO | InDiff | Work |
| Question for @Starbucks: Why do ur cafes have to shift into full Xmas mode the minute Halloween ends? There are still leaves on the trees! | Neg | Brand |
| Awww they noticed I've been gone! ðŸ˜ƒEI gave up coffee for a while!! ill be back soon #loyalstarbucksian @starbucks http://t.co/0o6fT6SV | InDiff | Personal |
| How about it @starbucks? Open up a coffee cart @pbpost ! We've got an election coming and need go-go juice! #coffee4journos | InDiff | Election |
| The Starbucks red cups are back!! That means it's officially the holidays right?? :) @Starbucks | Pos | Product |
| @lilbumbleliz @starbucks yes. i double checked the US site before showing you!! ðŸ˜ˆ | InDiff | N/A |
| I want all of these right now! They're back! yesss @Starbucks http://t.co/VnsVe0fj | Pos | Product |
| @Starbucks love the #eggnog latte #redcup | Pos | Product |
| @Starbucks @Starbucks @Starbucks ðŸ˜ˆ | InDiff | N/A |
| Let the joy begin!! @starbucks #yum #tsthattimeofyear #latte #frappuccino #mocha #coffee #peppermint http://t.co/8ZhZX7FE | Pos | Product |
| The baristas at @starbucks celebrating with me the return of the #holiday cups !! #uvic #victor @ Starbucks http://t.co/iWO5674H | Pos | Staff |
| @Starbucks 'Tis the season! #StarbucksRedCups #theyareback #love http://t.co/DcOhM82K | Pos | Product |
| The day is not complete till I have my Venti Iced Green Tea from @Starbucks @Corky_xo#Duh | Pos | Product |
| I wait all year for this! @starbucks #christmasblend http://t.co/qr8eMoH8 | Pos | Product |
| . @Starbucks hi I would like a venti iced skinny soy vanilla latte brought to my apartment I know you dont do that but that's not my problem | InDiff | Product |
| @Starbucks thank god for Starbucks.... Got me through a 4.00am start | Pos | Work |
| Excited about the red @Starbucks cups and I don't even drink coffee. | Pos | Product |
| My old @Starbucks has its own Twitter! @Starbucks7970 | Pos | Brand |
| Why only be thankful on Thursday? Today I'm thankful for the Caramel Brul e Latte I'm about to pick up from @starbucks on my drive home. | Pos | Product |
| @unrehearsed @starbucks OMG!!!! PLEASE tell me the US Starbucks are getting these?!?!? | Pos | Product |
| This afternoon's productivity sponsored by @starbucks. | InDiff | Work |
| @Walmart i will def enjoy them @Starbucks is my <3 | InDiff | N/A |
| This is why I love working for @starbucks. http://t.co/n428InfR | Pos | Brand |
| @Starbucks thanks for keeping me warm this cold night in London :) | Pos | Brand |
| Cranberry Bliss Bars!!! @starbucks @ericpattara | Pos | Product |

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|--|--------|----------|
| First @Starbucks #toffeenu latte for this year #MyLondonStory http://t.co/h0yrhSsc | Pos | Product |
| @_oliviaking @starbucks sounds like Christmas! Get one for me they haven't popped up here yet :(#europrobs | Pos | Product |
| The gingerbread latte is pretty good! @Starbucks :9 | Pos | Product |
| @JRivera329 @Starbucks Take me with u! Lets chat bro | InDiff | N/A |
| I need to find a @Starbucks asap | InDiff | Brand |
| @TomTomMattingly @fryadrian for some reason my @starbucks skinny hot cocoa tastes better in a holiday cup.. #tistheseason | Pos | Product |
| Christmas time at @starbucks â~δÿŽ., http://t.co/WK1UtmVt | InDiff | Brand |
| @semikrazi Just one more reason! Besides, in a crappy economy, I don't need to spend \$4 for coffee. @BreitbartNews @Starbucks | Neg | Product |
| @Tebow815 @Starbucks its my* | InDiff | N/A |
| @Starbucks so happy #CaramelBruleeLatte is back! http://t.co/4K0TJdnF | Pos | Product |
| Christmas cups at @Starbucks http://t.co/EFLFa5xg | InDiff | Product |
| Mocha Cookies Frapuchino with raspberry add loved it! @Starbucks http://t.co/saUhVx2r | Pos | Product |
| I may have just listed my sweet #beard as a qualification on my application to return to @StarbucksÂ | InDiff | Personal |
| Can't wait for @starbucks with the Girlies tho muhahahah :) â™™ | Pos | Personal |
| The Boxes have taken over @Starbucks http://t.co/oAVwVHNa | InDiff | N/A |
| Peppermint mocha frap from @Starbucks my day is made δÿ~⊙ | Pos | Product |
| @JohnLorinc @starbucks at least until after Remembrance Day. Some respect before lattes is appropriate. | Neg | Brand |
| Spoke to a manager & baristas on my @Starbucks run - would be great to provide coffee for #Sandy 1st responders. What do you say, corporate? | InDiff | Charity |
| @Harry_Styles @Starbucks Nooo!! Did you get one?! | InDiff | N/A |
| I've reached #goldlevel on my @Starbucks card. I'm am this close to baller status like @ochocinco | InDiff | Personal |
| I just became the 6'5" scruffy dude to scream out "CRANBERRY BLISS BARS!!!" In @StarbucksCanada @Starbucks #yeg #sigh | InDiff | Personal |
| @starbucks see you tonight.) | Pos | Brand |
| Um I could really use some @starbucks right now. #theyshoulddeliver | InDiff | Brand |
| @Irobertsglobal @starbucks holiday cups are pretty awesome cups. Makes me happy! It's more get ready for winter ! http://t.co/HLsrruEn | Pos | Product |
| Holiday cups at @Starbucks â•câ•c.,δÿŽ.,â•• #lovelove | Pos | Product |
| I want the red cups from @Starbucks | InDiff | Product |
| @Tebow815 @Starbucks yeah bro itsy favorite. Might go get some coffee from there now actually. | Pos | Brand |
| @Irobertsglobal In Burlington, they still have them playing full blast. I think Dec 1st is appropriate. But then @starbucks has these cups! | InDiff | Product |
| Got my first @Starbucks caramel brÃ»lÃ©e latte of the season â™ I'm a very happy girl ! | Pos | Product |
| @Starbucks has its holiday cups!!! | Pos | Product |
| Starbuckssss @starbucks http://t.co/EQ2WwFQd | InDiff | Brand |
| BFE (at @starbucks) â€" http://t.co/VKYGPHMJ | InDiff | Staff |
| Wtf @Starbucks, why don't you have the pumpkin cream cheese muffin anymore? #notcool #seriouscraving #angrytweet | Neg | Product |
| @la_vacationista @starbucks @mschick74 They didn't have any rum handy.....should have checked with the bum smoking outside! Lol!! | InDiff | N/A |
| Ok Tweeps, go out and get yourselves a Chai Eggnog Latte from @StarbucksCanada @Starbucks NOW! Wow, deelyish (thx @milnestampsfan) | Pos | Product |
| Red Cups are back @starbucks can only mean one thing Birthday & Christmas coming soon #toffeenu latte http://t.co/tvukqFFu | Pos | Product |
| Whoever said you can't buy love has clearly never tried buying me @Starbucks... | Pos | Brand |
| @thedavidkeller @starbucks This is true. I read online that they did away with the red cups and were doing green pixel design ones. | InDiff | Product |
| @Starbucks- officially the Holidays now! I can have as many gingerbread lattes as my heart desires <3 #happyreduceday http://t.co/SN3NaQf4 | Pos | Product |
| So it's ok for Howard Schultz, @Starbucks CEO, to back Obama (his personal right), but it's not ok for @dancathy to support traditional | Neg | Brand |
| Today I am #thankful for @Starbucks and their holiday lattes aka #ChristmasInACup | Pos | Product |
| It's the most wonderful time of the year.... #jwuprovidence @starbucks #jwu #reduced @Starbucks http://t.co/bzOaGoU9 | Pos | Product |
| Enjoying a cup of @fairtradecanada @starbucks #coffee @UBC today! Yum :.) | Pos | Product |

Figure 3 – Tweets About Starbucks (11/3/12)

| status | Tweet Tone | Topic |
|---|---------------|----------|
| @kmshaff way too early for red cups @Starbucks. Is this more desperation from a declining brand? | Neg | Brand |
| #gratitudebc Day 3: Nature- Thankful for the milk and water which help create our favorite @Starbucks holiday drinks! http://t.co/M8rHb9M | Pos | Product |
| Sorry @starbucks I'm cheating on you today ı̂-â~. Pumpkin spiced latte just wanted to try theirs out. [pic]: http://t.co/QvTi8zbn | InDiff | Product |
| I wish @Starbucks delivered. | InDiff | Brand |
| Who needs a calendar when @Starbucks and @lofthouse cookies keep one abreast on the time of year. | Pos | Product |
| Ok @Starbucks, it's November 3rd. Put away the #Christmas cups. | Neg | Product |
| Jacket. Check. Boots. Check. @Starbucks' pumpkin spice latte, check. Cluster leaf necklace, check. Fall's here to stay! http://t.co/teOUR9A | InDiff | Product |
| She treat me right @starbucks http://t.co/QKw7Qzos | Pos | Brand |
| Who doesn't love @starbucks ? ! <3 δÿ*•δÿ~ http://t.co/zs73BqUI | Pos | Brand |
| Anderson: Why are we back @Starbucks? Me: Your mom wants a drink. Him: Let me guess. A pumpkin spice latte? #Correct @ctwally | InDiff | Product |
| I'm just pretending to be reallllly interested in my passion fruit tea lemonade. Thanks @Starbucks ! | Pos | Product |
| Thanks so much @starbucks love the new peppermint !! itss YUMMY δÿ~Šδÿ*•δÿ*• http://t.co/JzJBQXb | Pos | Product |
| Man those Cafe Mocha's from @Starbucks are like Liquid Sex though | Pos | Product |
| @Starbucks Will this be the year we finally see Christmas Blend K-Cups? #PleaseAndThankYou | InDiff | Product |
| @Starbucks So many stars they exhibit Brownian Motion. Free drinks for life? #starbucksrewards #iketaleo http://t.co/qBj38PYk | InDiff | Brand |
| @Harry_Styles @Starbucks Yup :) It's Christmas time! Love the holiday season | Pos | Brand |
| With my best friend Kate we'll go to the city of Prague to @Starbucks tomorrow! Can't wait! :) and maybe do some photos (: | Pos | Personal |
| I really want to try the @Starbucks Verismo, but my local 'bucks is just way too busy. | InDiff | Product |
| Analyzing people's gait in @Starbucks while my phone charges #AthleticTrainerProblems @NATA1950 #nopower ugh | InDiff | Personal |
| Nothing like a nice gingerbread latte @Starbucks | Pos | Product |
| I can't go a day without @Starbucks | Pos | Brand |
| Thank you, @Starbucks, for making my winter complete with a skinny peppermint mocha. | Pos | Product |
| Drove past work, not paying attention and missed my turn. Not usual so I ended up @Starbucks having a quick lime refresher | InDiff | Personal |
| @natski83 @Starbucks that happens to me to occasionally. It's usually a glitch and they come back on their own | InDiff | N/A |
| #Starbucks, creating jobs for the USA! Showing our support @Starbucks, Me, SM #Chase & stephani @ Starbucks http://t.co/6bTio3qH | Pos | Brand |
| @Starbucks No more Starbucks for my family and myself! | Neg | Brand |
| @SamSkinnyJeans right? good thing all the @starbucks near me are still out of power, i will get 1 1/2 the pumps creme brulee b4 season over | InDiff | Personal |
| @BeatriceSmartt @cowpunkmom I passionately dislike @starbucks | Neg | Brand |
| This weather is too perfect for @j_milaa and I to be stuck at @Starbucks writing a paper | InDiff | Work |
| (free) Venti SkVL in a holiday cup for this late afternoon study sesh. I am in love with @Starbucks, #sorrynotsorry | Pos | Product |
| Holiday drinks @starbucks #whip-cream#yummy http://t.co/QhMkl6Y6 | Pos | Product |
| All the stars that I've earned in the past 2 months on my @Starbucks card have vanished this morning. WTF. | Neg | Brand |
| Still so excited about the @starbucks christmas menu being back. second time having Starbucks in 24 hours #noregrets | Pos | Product |
| Rekindle the Season! @starbucks http://t.co/HhUP8Twe | Pos | Brand |
| Too early in the season for a #peppermint #mocha @Starbucks ? | InDiff | Product |
| A perfect fall Saturday with @pdiddy94 just got even better... @Starbucks #warmfuzzy | Pos | Brand |
| @Starbucks so upset you changed the banana loaf recipe!! Goodbye best snack ever, the new one is awful!! | Neg | Product |
| @Starbucks peppermint mocha > #yum | Pos | Product |

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|---|--------|----------|
| Cold weather = @Starbucks crazy full o.O | InDiff | Staff |
| The holidays are coming!! @Starbucks please bring out your signature hit chocolate :) x http://t.co/dXuAO2da | Pos | Product |
| One more drink til gold card!!! @Starbucks @starbucksCanada | Pos | Brand |
| I do like a pumpkin spice latte @Starbucks, but did you have to put 3000g of sugar in it?! Not cool guys, not cool. http://t.co/y8uaPO6b | Neg | Product |
| Was gonna get a pumpkin spice Frappuccino but decided to get a Caramel instead. Lol I love @Starbucks! ^_^ | Pos | Product |
| Red cups are back @Starbucks! Let the unabashed blaring of Christmas music commence! | Pos | Product |
| Peppermint hot chocolate @starbucks, naaaooooo way. | InDiff | Product |
| Finally, red cups #virginiatech @Starbucks @morganecarter @Starbucks http://t.co/J8nb7yIi | InDiff | Product |
| @StylistSaraMN Thx for a great day in Hopkins! #stelladotstyle & for the @Starbucks Pumpkin spice latte! Xoxo | Pos | Product |
| Oh Starbucks, your redcups always give me Christmas fever #christmas #redcups @starbucks http://t.co/np18CV2N | Pos | Product |
| can u just start delivering @starbucks i beg yOU | InDiff | Brand |
| @Kay819 @starbucks I am not eating the bird, just chasing it out of my shot. | InDiff | N/A |
| Spoiled on @starbucks today == uber-caffeinated == OMGWHEEEEEEEEEEEEEEEEEEE! #runaround #wheeeee #omgomgomg #coffee #caffeine | Pos | Brand |
| Me time. (at @Starbucks) [pic] â€” http://t.co/wHCb6CsF | InDiff | Personal |
| It's @starbucks red cup season! #peppermintmocha #happiest http://t.co/8Jrm0gMv | Pos | Product |
| Red cups make me happy. So happy. #eggnog @starbucks #starbucks http://t.co/WqDoPSPo | Pos | Product |
| @StaceyThureen @BNBuzz @Starbucks Enjoyed meeting up with you as well! We must get together again soon! | InDiff | Personal |
| Delicious! @starbucks http://t.co/CxTvBHFC | Pos | Product |
| Okay RUDE @Starbucks, you have to tell them before they swipe your card that you have a free drink? That was not on the postcard. | Neg | Brand |
| Yay! The new cups! @starbucks #pumpkinspice #starbucks http://t.co/QeIWsaOQ | Pos | Product |
| Hey @Starbucks on Hwy 50/I-94 in Racine/Kenosha, WI. Thanks for the crappy service and not listening to my order. | Neg | Staff |
| ...and @starbucksprtnrs 100% ready for holiday @Starbucks . @ChrisPoh http://t.co/dxjJotjX | InDiff | Brand |
| Stop instagramming @starbucks holiday cups. Nobody cares! | InDiff | Personal |
| It was great to meet up with @dr_christina at @BNBuzz over @Starbucks! #amwriting #faith | InDiff | Personal |
| May have made strategic error deciding to wait while my wife gets her hair done. 3.5 hrs & counting. Thk god for @Starbucks! #thisislove | Pos | Brand |
| @Starbucks is in full Holiday swing and I couldn't be happier! #holidayseasonisthebest | Pos | Brand |
| OMG thought the lady @starbucks called my baby aggressive. Nope. Expressive. That's ok then. :) | InDiff | Personal |
| @yellowmello I use it at @Starbucks all the time. Pops up at all my favorites. My @Walgreens rewards account isnâ€™t working. I need it fixed. | InDiff | Personal |
| The red cups are back @starbucks! #wintertime #happiesttimeoftheyear http://t.co/BjICOfVD | Pos | Product |
| Thanks to @Starbucks repetitiveness of playing Louis Prima, from San Francisco to L.A. shops, I now hate Louis Prima! | Neg | Staff |
| My sweet hubby just brought me a pumpkin spice latte from @Starbucks #heaven thank you @rickp_fl xo | Pos | Product |
| Wish the @Starbucks #redcups Cup magic app worked this year. ðŸ˜ˆ | Neg | Tech |
| As a journalist I really can't endorse anything, but I think I can make an exception for creme brule lattes at @Starbucks | Pos | Product |
| Winter drinks are here! #RedCupsChallenge @StarbucksCanada @Starbucks http://t.co/ACI7DlJh | Pos | Product |
| Great Giveaway! 40 dollar @Starbucks card for the cooler weather! #FetPatty #Starbucks http://t.co/t1zQA6DQ | Pos | Brand |
| @HALLESOFIA @starbucks Thank you! | Pos | Brand |
| Had a @starbucks date with my brother today. :) #coffee #whitepeppermintmocha #yummy http://t.co/G2VeAqIR | Pos | Personal |
| @HALLESOFIA @starbucks | InDiff | N/A |
| The christmas music however. Not cute. @Starbucks | Neg | Brand |
| I LOVE WHEN THEY HAVE RED CUPS AT STARBUCKS. CHRISTMAS TIME @Starbucks | Pos | Product |
| #peppermintmocha #frap @starbucks :) #happygirl http://t.co/MFo0HBd1 | Pos | Product |
| Shit, You can get an orange cup if you want RT"@Harry_Styles: Can you get the Red cups at @Starbucks yet?" | InDiff | N/A |
| #redcups @Starbucks with @pilsner14 http://t.co/uhOVvenc | InDiff | Product |

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|---|--------|----------|
| I've been having strange cravings for @Starbucks hot chocolate lately. | Pos | Product |
| This season, @Starbucks "put a bird on it." The grande red cup, I mean. Hooray, #Portlandia! http://t.co/BiX2IP1t | Pos | Product |
| the things I would do for a grande pike from @Starbucks right now. | Pos | Product |
| I'm so hungry, but @Starbucks will work for now. | InDiff | Product |
| Can't believe it, @Starbucks already has Christmas drinks! | InDiff | Product |
| #shoutout to the red cups â¸¸ @starbucks #holla #happiness #skinnypeppermintmocha http://t.co/jpx580uQ | Pos | Product |
| @StarbucksCanada @starbucks I hope it is. I was almost there!!!! | InDiff | Brand |
| A pumpkin spice latte in a @Starbucks red cup and "All I Want for Christmas Is You" on the radio at the mall - hello, holiday spirit. | Pos | Product |
| @Starbucks Follow me, please. if you follow me I will follow you! x | InDiff | Brand |
| @BeingMarc: Loaded up on @Starbucks and @ChatelaineMag and #MoreMagazine #Domino mag am happy now.sweet! Enjoy :) | Pos | Product |
| @reem_username @Starbucks that's a shame! You'll have to come to #devon for the personal touch :-) | InDiff | N/A |
| the @starbucks #redcups are baaaack! #peppermintmocha http://t.co/eLnCjMBg | Pos | Product |
| Am I really waiting in line for a @Starbucks #caramelbrulelatte? | InDiff | Product |
| A console full of @starbucks coffee... En route to the in-laws for dinner! http://t.co/KabGRxol | InDiff | Product |
| Will never go back to this location @Starbucks @ Old Hick Blvd/Hermitage/TNpatio. #rudesmokers #poorlayout #keepingmy5bucks | Neg | Staff |
| @curdycundari @Starbucks It could be a glitch. Try logging in again in a little while. | InDiff | N/A |
| My last break of the night, might as well go all out with a @Starbucks cake pop http://t.co/cIABHBZ | InDiff | Product |
| Thanks @starbucks for supporting the #RedCross http://t.co/FzJkKcLR | Pos | Charity |
| @Starbucks pics on Facebook are making me crave it. Caramel Brulee here I come! | Pos | Product |
| Screw you @Starbucks for being closed right now | Neg | Staff |
| My Saturday #shopping buddy. Off to find @MimiandChichi a birthday gift ðŸ¸¸f #NYC @Starbucks @ Starbucks http://t.co/YEmYSQWg | InDiff | Personal |
| My day was just completed by getting a caramel brÃ»lÃ©e latte at @Starbucks !!!! | Pos | Product |
| Avoid @Starbucks @ Old Hick Blvd/Hermitage/TN like plague if u hate cigarette smoke. patio@ drivethru, ppl blowing smoke in my car #FAIL | Neg | Staff |
| Thank the lords! There is a @Starbucks at the Paragon Outlets! ðŸ¸¸f | Pos | Brand |
| Hey @Starbucks, how about one line for people who just want a coffee and one for people who become a burden on society with their orders? | Neg | Brand |
| You know you have a problem when you you accidentally type @Starbucks instead of Saturday. | Pos | Brand |
| Crap cashier service at Target's @Starbucks in Columbia Heights, DC | Neg | Staff |
| Can't wait for my @Starbucks date after work wrote babysitting :) coffee, coffee, coffee | Pos | Product |
| They have the red cups @starbucks.. This is the best day ever.. | Pos | Product |
| #peace #love and #comfort @starbucks http://t.co/Mk3NXocd | Pos | Brand |
| 1st red @Starbucks Christmas cup of of the season :)Christmas is coming :) ðŸ¸¸f... | Pos | Product |
| All this @Starbucks red cup talk is really making me crave a gingerbread latte but I must refrain.... #cutsugar #savemoney | Pos | Product |
| @Starbucks needs to put the free drink directly on the ads. Postcard was never received. Again. | Neg | Brand |
| I wish @Starbucks delivered to my mouth. -@Lkschmidty #toomuch #quotes | InDiff | Brand |
| First gingerbread latte of the season!! Utter bliss!! @starbucks | Pos | Product |
| @Coffee maestro Love to see the history of @Starbucks at-home #coffee! | Pos | Brand |
| Iced coffee sweetened with gingerbread syrup. Yes, Father Christmas. @Starbucks | Pos | Product |
| Having a Peppermint Mocha @Starbucks #happydance #holidaydrink | Pos | Product |
| something about @starbucks simply oozes productivity #gettingshitdone | Pos | Brand |
| Red cups are my favourite. @Starbucks http://t.co/kQGfWrkX | Pos | Product |
| The seasonal @Starbucks drinks create long lines at my usual store. Can we have a special line for regulars?! | InDiff | Staff |
| @tzeckmeister116 you love @Starbucks way to much :) | Pos | Brand |
| My @starbucks app hasn't worked for a month and I don't know why. Help! ðŸ¸¸f #firstworldproblems | Neg | Tech |

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| guy just asked me to watch his stuff at @starbucks so if his stuff goes missing am i responsible? #pressure #cantdeal | InDiff | Personal |
| First #eggnoglatte of the seasons. I think they've gotten better over a year! #starbuckswin @starbucks | Pos | Product |
| Solid practice today - great energy - @Starbucks time! | InDiff | Brand |
| Enjoyed a praline mocha @Starbucks today, buy one get one free till Monday get them in! Buzzing! | Pos | Product |
| @peta @Starbucks I'd donate blood if I could for the poor pups and cats caught by #sandy -.-Love, Dog | InDiff | Charity |
| @Starbucks Peppermint mocha and Christmas cups are back!! http://t.co/qiDg4B7K | Pos | Product |
| @go_galt @starbucks it's @SarahLBlair's fault. She mentioned caramel br&A>l&A©e. | InDiff | Product |
| @Starbucks #holidaycups2012 venti peppermint white chocolate mocha. <3 http://t.co/0zhkUhC9 | InDiff | Product |
| Have to enjoy the Salted Caramel Mocha in Frappuccino form when it's 80 degrees during the fall! @Starbucks http://t.co/3y6OSVw9 | Pos | Product |
| #christmas at @starbucks http://t.co/yGxFgvVt | InDiff | Brand |
| Um why did I go from needing 9 more stars to reach gold, to needing 30? @StarbucksCanada @Starbucks | Neg | Brand |
| finishing up on the Orlando conference, quick stop at @Starbucks then heading out with Ps @GerardovanDalen to Miami.. | InDiff | Personal |
| Feeling festive with my glitter flats and @starbucks red cup! http://t.co/WddprXGp | InDiff | Personal |
| @HaggertyMeghan @FlyBarre @Starbucks you deserve it! :) | InDiff | N/A |
| @Harry_Styles @Starbucks | InDiff | Brand |
| @Starbucks hello ily â☺ (follow me) | Pos | Brand |
| Didn't get a pretty holiday cup, but I got my first Carmel Brulee frapp !! @starbucks #carmelbrulee http://t.co/CtEofk4D | Pos | Product |
| @starbucks holiday cup #2 - I get a fox that's about to eat a bird. Hmm. http://t.co/PpFoWRXt | InDiff | N/A |
| This is what I need!! #starbucks @starbucks http://t.co/tidrmq54 | Pos | Brand |
| Sweet! Just received a free cup o joe @starbucks for no reason in particular. #karma | Pos | Product |
| Somebody succumbed to the marketing and peer pressure. :-) @INukeYou Shower time. Then: @Starbucks | InDiff | N/A |
| @fANNEtasticfood @Starbucks I had one this morning! Let the season of red cups begin! :) | Pos | Product |
| Photo: Who is right? Which is better? @starbucks or @caffearthigiano, @jaymcinnies or @mikadoesmakeup!? (at... http://t.co/QliMJUc3 | InDiff | Brand |
| Gingerbread Latte yes!!!!!! @starbucks | Pos | Product |
| Yay for the red cups!RT@fANNEtasticfood Yay!!! The @Starbucks holiday cups and gingerbread lattes are back! My fave :) http://t.co/3H4txsjo | Pos | Product |
| We may have taken 11 lbs of Anniversary Blend to a local @Starbucks to have it ground. Did I mention 8oz packages? #tobeapartner #sorryguys | InDiff | Product |
| CHRISTMAS @STARBUCKS â☺â☺â☺ | Pos | Brand |
| Amazing chalk art @starbucks Westin. Boston, MA. http://t.co/251KykLd | Pos | Staff |
| @TamaracTalk @starbucks #Election2012 #EarlyVoting http://t.co/rGpkyauM | InDiff | Election |
| Yay!!! The @Starbucks holiday cups and gingerbread lattes are back! My fave :) http://t.co/otk1u4dq | Pos | Product |
| Quick @Starbucks run then off to my sound check!! #MissWA2012 #thereshesings | InDiff | Personal |
| Shower time. Then: @Starbucks | InDiff | Personal |
| got my @starbucks #redcup http://t.co/nSYETHnV | InDiff | Product |
| Charging my phone in @Starbucks maybeeee when I walk back home I'll have power #wishfulthinking | InDiff | Personal |
| Red cups are back. Cue nostalgia. @starbucks http://t.co/z7sjyy6F | Pos | Product |
| GOTV = Managing 3 computers simultaneously & lots of @starbucks #obama2012 http://t.co/RWOn5DDt | InDiff | Personal |
| off to @Starbucks tomorrow in town i think :)) | Pos | Personal |
| The @Starbucks barista said "Oh lord!" when I told her how many pumps of chai I want. #YesThatMuch #Nine | InDiff | Staff |
| #pumpkinspicelatte from @Starbucks ... Weight loss is impossible in the winter when these delicious lattes are available! #sbux #delicious | Pos | Product |
| Dan Fact#212 When Transmission fluid is not changed every 60k mileage it will actually turn into a Grande lowfat @Starbucks coffee. | InDiff | N/A |
| @kelseypohn that's why I luv ya! Complicated @starbucks order date soon? | InDiff | Personal |
| @Starbucks please | Pos | Brand |
| I need you @Starbucks !! | Pos | Brand |

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| @starbucks this is the second time your staff have misspelt my name, they first called me "geordie" now "tj" its JODIE http://t.co/Xw2gMN9F | Neg | Staff |
| Yay my favorite @Starbucks #Holidaydrink is back, #CaramelBruleeLatte :) | Pos | Product |
| Go home @Starbucks you're drunk. It's not Christmas http://t.co/GSjPVS2U | Neg | Brand |
| @Starbucks please follow me :) I love you | Pos | Brand |
| Happiness is going finding out @Starbucks still has #pumpkinspice | Pos | Product |
| Gingerbread latte, I've missed you! â™™ @Starbucks | Pos | Product |
| Your @Starbucks has better ass then the @Hooters am at. @cheerstolitone: @CreepBJ #starbucks #booty http://t.co/UiUKACr @CreepShot | Pos | Staff |
| Creme brulÃ© @starbucks is heavenly | Pos | Product |
| At the @starbucks drive thru I literally shouted "WHAT'S IN THE RED CUPS!?" ..woops. | InDiff | Product |
| Got my bday drink at @Starbucks a little early...treated myself to a peppermint mocha frapp! #tistheseason | Pos | Product |
| @starbucks gingerbread frappuccino ðŸŽŒ... http://t.co/r10DlrCr | InDiff | Product |
| Tamarac needs a beautiful Starbucks like this. @starbucks (@ Starbucks) http://t.co/iHj0A39v | InDiff | Staff |
| @BrianCoffeeSpot @starbucks @surreyheat boycotting Starbucks is something we should all do :) | Neg | Brand |
| Standing in line @starbucks #derp | InDiff | Staff |
| How is it that the closest @Starbucks to my current location is 4 miles away? Not in NYC anymore. | InDiff | Staff |
| The best coffee ever? U can find at @starbucks! Am i wrong? | Pos | Product |
| @starbucks champs-Ã©lysÃ©es | Pos | N/A |
| Americano in my first @Starbucks Christmas cup of the year is the only way to survive the library today. #mbi | Pos | Product |
| IF YOU'VE NEVER WRITTEN AN ANGRY LETTER TO @STARBUCKS I FEEL BAD FOR YOU | Neg | Brand |
| Everybody's getting their faces painted! Even our @Starbucks volunteers! #muertiosfest #saysi http://t.co/Vqsimtr | InDiff | Staff |
| It's sad that I have been in a bad mood all day until I got @Starbucks - step 1 #admittingyouhaveaproblem | Pos | Brand |
| There are only 52 Days till X-Mas @starbucks #Holidaycountdown | InDiff | Brand |
| Tis the season @starbucks!!#holiday#cups#starbucks#rekindle#the#season#fox http://t.co/qV1bkSqC | Pos | Brand |
| Second @Starbucks drink of the day. #ohHappyDay #Christmascupsarehere! http://t.co/oKVequDU | Pos | Product |
| @Starbucks in South Lake Tahoe enjoying a CBL on the patio. In love with this town! http://t.co/trzHkiNy | Pos | Staff |
| i want @starbucks to follow me | InDiff | Brand |
| Taking my boycott of @Starbucks seriously: second week @surreyheat basketball with no coffee! | Neg | Brand |
| It's the most wonderful time of the year...the #RedCup is back @Starbucks! #joy http://t.co/c1gBfyTA | Pos | Product |
| Red Cup Season Drink number 2 #peppermintmocha @Starbucks http://t.co/4NntqkQ4 | Pos | Product |
| Some very tasty baked goods coming to @Starbucks http://t.co/d5jvs9rS #starbucks | Pos | Product |
| Thank you #oomf for giving me a @Starbucks gift card :) http://t.co/xZAM6gvD | InDiff | Personal |
| Is it true carmel brulee is in @Starbucks stores now??? | InDiff | Product |
| @Starbucks Going out to the mall later, gonna grab a frap...and maybe a follow? | InDiff | Product |
| White chocolate peppermint mochas from @Starbucks have to be one of my favorite drinks this time of year. Reminds me of Christmas | Pos | Product |
| you need to start delivering @starbucks ain't nobody got the time to walk to their nearest starbucks | InDiff | Brand |
| Gingerbread lattes are tha bombdiggity @starbucks | Pos | Product |
| Got coffee in my system, so I'm a happy girl. Thank goodness Ohio has @Starbucks! | Pos | Product |
| Finally got my @Starbucks red cup! | Pos | Product |
| Alternatively @starbucks, if you just reduce your prices by 20% all is forgiven. | Neg | Product |
| Who eats lunch @Starbucks ?! | InDiff | Product |
| Oh happy day! The gingerbread lattes have returned @Starbucks! *insert happy dance here* #yum | Pos | Product |
| At @Starbucks arguing with @leback2 about who's paying and the lady says "it's on the house" #winning | Pos | Staff |
| @brittblu Gingerbread Latte from @Starbucks is the best thing ever! Starting to get in to the spirit of the holidays now! :-) | Pos | Product |

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| So, gingerbread latte is back at @starbucks, which means Christmas nears. Now if they'd just pay their fucking tax... | Pos | Product |
| First gingerbread latte of the season. @Starbucks Christmas drinks makes winter worth living. :-) | Pos | Product |
| Ooohhhh yess first @starbucks gingerbread latte!!! #died&gonetoheaven | Pos | Product |
| Nice little day in @Starbucks | Pos | Staff |
| Oh hello red cup! #holidays @starbucks #caramelbrulee #instayum http://t.co/Zr1PcvSc | Pos | Product |
| Each week @Starbucks serves customers more than 50 million times. #funfact #starbucks | InDiff | Staff |
| I really wish @Starbucks served French fries. I'm starving and a scone just won't cut it. | InDiff | Product |
| I hate when people order "small/medium/large" at @Starbucks. Everyone just gets confused... #getyourshittogether | InDiff | Personal |
| @Starbucks Wahoo! Red cups! #itsthemostwonderfultimeoftheyear | Pos | Product |
| Def just parked like a jackass because I was in a rush to get my @Starbucks | InDiff | Personal |
| Hello @starbucks #christmas menu ^_^ ahh gingerbread latte where have you been :) | Pos | Product |
| @Starbucks makes shopping so much better #brightensmyday | Pos | Personal |
| Alone time @Starbucks #coffee #brownie #Meluha http://t.co/cpW673rU | InDiff | Product |
| @Starbucks white chocolate mocha me please lol | Pos | Product |
| I love that @starbucks is doing this. My charity of choice is World Vision, but I love how easy they make it to donate. http://t.co/K29gqdiy | Pos | Charity |
| Uh oh ... It's official, @starbucks holiday cups are out ... Here comes winter! http://t.co/73C7bt5x | Pos | Product |
| At @Starbucks catching up on overdue posts, using free wifi & power and listening to #MagicalMouseRadio by @BeOurGuestMike #nopower | InDiff | Work |
| Cheers to the freaking weekend! #WeekendWarrior #Starbucks @starbucks http://t.co/iTBRixHK | InDiff | Brand |
| Used the @starbucks passport app for the first time #prettyhandy | Pos | Tech |
| @starbucks @Disneyland was faster than the one at work! | InDiff | N/A |
| Forgot my wallet at home and was so thirsty after training! Thank god @starbucks has an app on my phone that I could pay with! | Pos | Tech |
| That @Starbucks was just what I needed. | Pos | Brand |
| I want it all! @starbucks #tazotea http://t.co/y92WfBfI | Pos | Product |
| @TopRecruiterTV @manoloblahnik well... News, chocolate and @Starbucks are the easiest places to start!!! | Pos | Brand |
| Got the "bright" idea today to drink a "healthy" @Starbucks espresso, subbing soy milk for the real thing. Big mistake. | Neg | Product |
| @starbucks red cups get me in the christmas spirit http://t.co/kjwWNL9o | Pos | Product |
| Mmmmmmmmm #SaltedCarmelLatte @Starbucks :))) | Pos | Product |
| It's that time of year again! @Starbucks #redcup http://t.co/yYVYIZjF | Pos | Product |
| Passion Tea time! (at @starbucks) â€” http://t.co/jl6loEA2 | Pos | Product |
| Obligatory @starbucks #redcup pic. My favorite season is here! http://t.co/GfQdKI14 | Pos | Product |
| Everyone else has been tweeting about @Starbucks bringing back their holiday cups. So here's mine. #istheseason http://t.co/dNZNaLDW | Pos | Product |
| Christmas cups âœ•âœ• @Starbucks http://t.co/yiNXrj7m | InDiff | Product |
| @KCaroline7 Enjoying my first @Starbucks red cup! #peppermintmocha #christmasinacup | Pos | Product |
| @LauPettinelli @jaychawk @starbucks Selfie! | InDiff | N/A |
| Macon would be so much better if there was a @Starbucks on Zebulon Rd. #justsayin | Pos | Staff |
| Being productive with @JayCHawk & @duqe in @Starbucks http://t.co/GUWdNP0i | InDiff | Personal |
| I think I need to go get a red cupped delsh drink from @Starbucks today. Mmmm yep! | Pos | Product |
| Day 3-Caramel BrÃ©e latte. One of my fav @starbucks drinks. #redcups #fmsphotoaday #gigi #ilovegigi #gigiis http://t.co/EkkoOE76 | Pos | Product |
| And suddenly it's winter...time for a @starbucks Gingerbread Latte. #cold | Pos | Product |
| Someone wanna bring me @Starbucks to my work? I'd love you forever :) | InDiff | Personal |
| Blissful Saturday @Starbucks date with the beautiful @Nerich12! #SoIKnowItsReal http://t.co/ZhVkhI95 | InDiff | Personal |
| @RebaRanaRay omg I haven't had @starbucks in over a month!! Im behaving myself so well.... But so ready for an eggnog latte!!! NFNW! | Pos | Product |
| @starbucks. Yum!!!! :) | Pos | Brand |

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| @Starbucks coffee makes the world go round, especially on these gloomy days in #washington. | Pos | Product |
| @Starbucks why didn't you reply to harry styles' tweet to you that is rude do you know who he is | Neg | Brand |
| @Starbucks Best barista at #SouthEdmontonCommon #whatagem | Pos | Staff |
| this is why I don't go to malls.. #visaihatyou ughh ..christmas shopping has begun tho Those @Starbucks red cups get me everytime | Pos | Product |
| @RuthieGledhill @Starbucks Not if they have to pay UK tax on them, they don't! | InDiff | N/A |
| .@Starbucks HOW COME U GUYS DONT HAVE ANY IRISH COFFEE I DRINK ALL THE WHISKEYS | Neg | Product |
| @colleenmarie7 I'm in sarnia - getting a coffee from the sarnia @Starbucks | InDiff | Personal |
| @starbucks two times in a day! #heckyea | Pos | Brand |
| My first @Starbucks peppermint mocha of the season #delicious http://t.co/izjmaRxa | Pos | Product |
| Oh, Venti Shaken Iced Tea Lemonade, you are making my day so much better. =] thanks, @starbucks | Pos | Product |
| Have you heard of swag bucks? I'm trying to make some last minute moolah for the holidays! (Or for my @starbucks addiction!) | InDiff | Personal |
| @MajBeee I'm 2-for-2 on days having peppermint mochas now that the @starbucks holiday cups are out. Let's see how out of control this gets. | InDiff | Product |
| peppermint mochas might actually be worth the four dollars for a small that they cost @Starbucks | Pos | Product |
| I love @Starbucks during christmas! | Pos | Brand |
| Xmas coffee is back at @starbucks http://t.co/ufqphgTV | InDiff | Product |
| @ModmFemme I hear you. I find it easier 4 my 2 teenagers cuz I can get small gift cards to movies, @Starbucks & @iTunes #frazzlefree | InDiff | N/A |
| Red cups at @Starbucks !!!! | Pos | Product |
| My Current Best Friend @Starbucks http://t.co/pfyNUNtj | Pos | Brand |
| Another "fine" biz decision: @Starbucks CEO endorses #Obama and.. http://t.co/TRfoGpZw & --Both are great at losing jobs #cot #p2 BOYCOTT | Neg | Brand |
| @IvaMessy @Starbucks Are you on Instagram?!!! How did I not know this?! | InDiff | N/A |
| @starbucks worker says "welcome to @starbucks what do you want?!" Hahaha | InDiff | Staff |
| @Starbucks ways does it! #coffeefix http://t.co/l9uCd7mK | Pos | Product |
| Chai latte at my favorite @targetstyle location. I just can't quit you, @Starbucks. http://t.co/coGThrj6 | Pos | Product |
| @mandeewidrick @Starbucks Mmmmmm, LOVE the caramel! | Pos | Product |
| Byes please ! odrum #coffee press for Christmas! @starbucks Christmas stock is in!!! http://t.co/6NFEKCCo | Pos | Product |
| Lauren likes @starbucks too http://t.co/uyepE0ti | Pos | Brand |
| Lunch @Starbucks #barista #teamgoons http://t.co/rX5go66N | InDiff | Staff |
| Yesssss the #Winter drinks at @Starbucks r finally here! #EggnogLatte #GingerbreadLatte | Pos | Product |
| So @Starbucks debit terminal is down,so guy in front of me gets a free coffee and I get "sorry I can't serve you"? Good! I'll buy elsewhere | Neg | Staff |
| We've created a monster--"my belly button hurts, we need to go to @Starbucks" says my 3 yr old | InDiff | Personal |
| Gerry Kumpf is one hip dude. @starbucks chillin with a latte surfing on his new smartphone http://t.co/WwWy3Weo | InDiff | Personal |
| @Starbucks red cups are out!!!! | Pos | Product |
| Oh @Starbucks. I was greatly disappointed to see that someone had forgotten the caramel on my mocha today. | Neg | Product |
| My fav time of year @starbucks! http://t.co/nudqOIXO | Pos | Brand |
| This @starbucks employee in Columbus, OH named Faith is really nice and funnny! Great coffee, great employees, great company! | Pos | Staff |
| Very disappointed with the @Starbucks Gingerbread Latte. Similar to PSL, but with a bad aftertaste. | Neg | Product |
| Joyous news - no more loathsome @Starbucks in Lamb's Conduit St, Bloomsbury. Visit @theesspresso for proper coffee http://t.co/bk9VtaUw | Neg | Brand |
| I want to design for @Starbucks. Like real bad. #longtermgoal #yessir | InDiff | N/A |
| Gingerbread Latte is back along with the Peppermint Mocha! (with Sherry Ann at @Starbucks) â€” http://t.co/aATzC1C5 | Pos | Product |
| @starbucks with @Veronikaa101 <3 | InDiff | Personal |
| I want @Starbucks. Story of my life. I'll just make coffee. Nothing's better than Starbucks. I love Starbucks. -Me. "Okay.." -My Mom #Haha | Pos | Brand |
| My peppermint mochas give @Starbucks a run for their money #watchout | InDiff | Product |
| Just made my first @Starbucks purchase with my iPhone. #sweet | Pos | Tech |

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| Second @starbucks of the day. | InDiff | Product |
| @Starbucks do you offer blonde. medium and dark roast without caffeine? | InDiff | Product |
| Breakfast! @Starbucks and The Lorax! #fmsphotoaday http://t.co/4jCJyblX | InDiff | Brand |
| Thank you new @starbucks barista for the mouthful of Foam in my NO FOAM latte!! ðŸ˜;ðŸ˜;ðŸ˜; | Neg | Staff |
| @Starbucks gingerbread latte i☹️ #yuck | Neg | Product |
| Thanks @Starbucks for heat, power, wifi, #blonderoast and a place to work in the aftermath of #Sandy | Pos | Brand |
| Really liking this #redcupchallenge idea from @Starbucks http://t.co/vai2leVa #marketing | Pos | Brand |
| @Starbucks when #RedCup is here, the joy HAS begun ;) | Pos | Product |
| My parents are stopping to get me Christmas in a Cup from @Starbucks. My parents now have a slight lead over anyone else's. #happiness | Pos | Product |
| Checked my #StarbucksGoldÂ card amount; they gave me \$0.01. Gee, thanks @StarbucksÂ :-\ | Neg | Brand |
| @Starbucks coffee saves my day every time. #rainyday #depressingweather. | Pos | Product |
| @TheDavidDean Ha Ha! Not to mention @Starbucks! | InDiff | N/A |
| I wish @kylie_francis could come chat over an Americano at @Starbucks with us right now ðŸ˜â€œâ€• | InDiff | Personal |
| Really @Starbucks? You charged me \$0.60 extra for adding caramel drizzle to my \$5 #CaramelBruleeLatte. That's tight... and #HighwayRobbery!! | Neg | Product |
| @wpwebworks @starbucks you should've went to Quik Trip :) | InDiff | N/A |
| Enjoying the first Christmas coffee of the season @Starbucks #omnomnom | Pos | Product |
| I might get me some #Starbucks later :) #PumpkinSpiceLatte or #PeppermintWhiteChocolateMocha :D Sounds good!! :-P #soy @Starbucks | Pos | Product |
| Oh @Starbucks how I've missed you. #addicted | Pos | Brand |
| Got my iced coffee from the original @starbucks in #seattle #cattravels http://t.co/MirT4PkR | InDiff | Product |
| @Starbucks next week | InDiff | N/A |
| @starbucks Christmas drinks are back, yummm ðŸ˜ | Pos | Product |
| How awesome are these @Starbucks christmas cups?? I may have to get one | Pos | Product |
| Today is a @Starbucks day! #IWant | Pos | Brand |
| Ooosshhh, Starbucks Gingerbread Latte... My world is again complete â€•x @Starbucks | Pos | Product |
| CEO @Starbucks NOT a smart move on your part actually, it was stupid. http://t.co/cAEUBHsf via @theblaze | Neg | Brand |
| No @Starbucks November = my version of guys No Shave November. They get unmissable, I save \$\$ and lose 5 lbs. Ladies, who's in? #NSN | Neg | Brand |
| Woman @starbucks just yelled out "Keisha" & all I can think about is @britneyspears' #XFactorMessUp #Lolz | InDiff | N/A |
| @Rockstar_Fac @starbucks sounds like FL weather :/ same feelings here :) | InDiff | N/A |
| Enjoying coffee and a chocolate and caramel muffin in @Starbucks in #Squamish on the way to #Whistler. Outside, it's raining non-stop. | Pos | Product |
| Just had the @starbucks thanksgiving blend it was #Amazing | Pos | Product |
| @starbucks in ferry rd have the best staff. They are so friendly and happy while meeting my caffeine needs x | Pos | Staff |
| @Starbucks - I know it was only 6 bucks, but could we actually put a little chicken in there next time? @SkycastRadio http://t.co/N1u86zBZ | Neg | Product |
| @Starbucks Nothing better than a Mocha Frappuchino blend in the bottle!) | Pos | Product |
| @JohnsonTWJ @starbucks but they do a good flat white the capitalist bastards! | InDiff | N/A |
| Posted up at @starbucks with my #Rhapsody neo-soul station rocking @common and getting my productivity on! Happy Saturday! | InDiff | Personal |
| You know what's awesome? That you can mention Success By 6 at the @Starbucks cafe in Barnes & Noble & 20% of that purchase counts too! | Pos | Staff |
| It's Red cup time @starbucks clearly a little gingerbread magicalness makes my #Saturday Even better! #littl http://t.co/7Z9PgnTQ | Pos | Product |
| Red cups at @Starbucks mean one thing... Christmas is coming! | InDiff | Product |
| @Starbucks | InDiff | N/A |
| From @starbucks Seeing evidence why their stock price jumped last week via @evzdrop | InDiff | Brand |
| @DabneyPorte @starbucks yay!! I heart you sweet Dabney <3!!! Love and hugs xoxo #Smgirlfriends | InDiff | N/A |
| Also - can't wait to get a #GingerbreadLatte from @Starbucks.. that's when I get REALLY excited :) | Pos | Product |
| Did anyone else notice the jump in prices @starbucks #hawaii | InDiff | Brand |

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| @starbucks Caramel apple spice...a treat in a red cup! mmmmmm #ProudBuckshead #GoldMember2010 | Pos | Product |
| Loving my @Starbucks Verismo! | Pos | Product |
| I wish @Starbucks delivered. @tinachris16 #redcupseason | InDiff | Brand |
| Dear @starbucks - your peppermint mocha is too delicious. I feel like this is entrapment. *sigh* #tootasty | Pos | Product |
| @DabneyPorte @starbucks sounds delish xo #Smgirlfriends | Pos | N/A |
| The only way I know it's November in L.A. #theredcup @Starbucks http://t.co/etkTKljh | InDiff | Product |
| @Starbucks every conversation that I have always starts and ends with Starbucks I just don't understand but it does | InDiff | Brand |
| @Starbucks So glad I found this today! http://t.co/iVHuc0eo | InDiff | N/A |
| @SixOkay @starbucks @marvel they know you so well. | InDiff | N/A |
| There needs to be a @Starbucks emoticon. #justsaying | InDiff | Brand |
| Holiday cups at @Starbucks making my day in the city that much better. #liveforthis #NYC δŸŽ„δŸŽ...â | Pos | Product |
| Iced Carmel BrÃ»lÃ© latte. @Starbucks Christmas drinks California style. | InDiff | Product |
| Just saw the @smumeadows Dance Hope Show poster @Starbucks @mockingbirdsta...Thx for the support! Show opens Wed-Sat 8pm, Sun 2pm Nov 7-11 | Pos | Charity |
| Before and after! #Delicious @starbucks http://t.co/JvFtrHNq | Pos | Product |
| It's that time of year again! Peppermint Mocha & Christmas cups at @Starbucks. âœƒδŸŽ'sâ | Pos | Product |
| OH @Starbucks: serious conv about Zombies and "careers" if become a Zombie. Luckily the Zombies will be from Scotland. #peopleoutwithpower | InDiff | N/A |
| @DabneyPorte @starbucks Tall Latte please with chocolate sprinkled on top! lol | Pos | Product |
| Went to my local @starbucks. I was unpleasantly surprised to find that they had 0 plug-ins to plug in my laptop. Left without buying. | Neg | Staff |
| Caramel Macchiato δŸŽ'sâ @Starbucks | InDiff | Product |
| @starbucks is no longer giving free soy milk to card holders, wtf man I've been a loyal customer for years | Neg | Brand |
| First @Starbucks gingerbread latte of the season. I'm addicted. #coffee http://t.co/CWqGbebM | Pos | Product |
| I allow myself 1 @Starbucks cranberry bliss bar per season. I might have clutched by having it today. | InDiff | Product |
| Time for @starbucks. Anyone need something? Look > http://t.co/EdH33KUc #SmGirlfriends | InDiff | Brand |
| As soon as I get out of work today I'm going to @Starbucks to get a creme brÃ»lÃ© latte δŸŽ | InDiff | Product |
| All shopped out. More awake now after a @Starbucks :) getting ready now with a rose. #glasgow #hittingthetown :) | Pos | Product |
| With @ZeBrandao @Starbucks having a hot chocolate and having bff time. | InDiff | Product |
| Heard @Starbucks opened stores in Mumbai, India & has plans to open more in Delhi made me happy. + the Starbucks site is using Bing Maps :) | InDiff | Staff |
| @AlshayaHelpDesk have we got the @Starbucks red cups here yet? | InDiff | Product |
| Rekindle the season @starbucks http://t.co/GEIZR4tt | InDiff | Brand |
| Wintery cups! Yeaana @starbucks http://t.co/kvyQd2rc | Pos | Product |
| @Harry_Styles @Starbucks love themmmm <3 | Pos | Brand |
| @Starbucks Corp. to accelerate growth in 2013 NRN http://t.co/8T2Vtlya @RSMI | InDiff | Brand |
| The Christmas cups at @Starbucks is making me miss The SnO.C and #chrismukkah | InDiff | Product |
| @AlyssaKelly30 @starbucks can't believe it was my first time, like a mojito with caffeine instead of alcohol #newobsession | Pos | Product |
| Praise him on high!!!! #Lakeside mall is getting a @starbucks hold my mule so I can shout !!!! http://t.co/z3V0hvjZ | Pos | Staff |
| Staff at @Starbucks are seriously always so nice #refreshing | Pos | Staff |
| Apple crumble syrup @starbucks in Prague http://t.co/tJKc4hQ2 | InDiff | Product |
| Hot tea @Starbucks, sweaty hair mess and writing about rest as a cheap natural diet pill. Happy Saturday! | InDiff | Product |
| @rolliwrites @starbucks Thats awesome! | InDiff | N/A |
| @Starbucks lovellilly Latte's today& even converted my mum from tea to Gingerbread Latte:-) #buyonegetonefree #brilliantidea :-) | Pos | Product |
| In @Starbucks with @Marta_Styles @wika902 and @Joann_xxxX it was great :) http://t.co/Pe315JYD | InDiff | Personal |
| I have @Starbucks and Christmas music is playing in Barnes & Noble. #InLove | Pos | Personal |
| @SweetToothCourt @Starbucks cheers! | Pos | N/A |

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| @Starbucks You are very lucky. Harry styles follows you. | InDiff | Brand |
| @Starbucks You've got the best coffee ever ! I love the latÃ© ! | Pos | Product |
| @LassSuicide and #EggNog lattes :) @Starbucks | Pos | Product |
| @Starbucks Thankyou for re-loading my card with \$5 as a reward. That is a almost enough for a VENDI! THANKYOU! :) | Pos | Brand |
| Sipping my first gingerbread latte of the season @Starbucks. The holiday season has begun!! http://t.co/77ZIWBIE | Pos | Product |
| Thank you @Starbucks for accidentally making a Venti instead of a Grande! | Pos | Product |
| I'm disappointed with my gingerbread latte today @Starbucks | Neg | Product |
| OH employees @starbucks at Hilton MKE: we're running out iodproduct. (Cold temps long lines for @BarackObama =lots of coffee demand) | Neg | Staff |
| I want to work at @Starbucks #Fredericton just because of all the attractive men. | Pos | Brand |
| @Starbucks WHY WON'T MY 30TH STAR SHOW UP?!?!?! :(| Neg | Brand |
| Lady in line at @Starbucks : does the #PSL taste like pumpkin or Thanksgiving? #awesome | InDiff | Product |
| .@starbucks thank you for the message sent through your app that makes it so very easy for people to donate to @redcross | Pos | Charity |
| I was just locked out of a @DunkinDonuts location due to a "bad rush." Now where should I get my coffee, @Starbucks? #disappointed | InDiff | Brand |
| @LauraHambidge @starbucks yes I would definitely have it again, it was really nice and not too sweet!) | Pos | Product |
| #thisnovember #day3 #lights @starbucks target @ Starbucks http://t.co/f9v6cOpf | InDiff | Brand |
| @RunBexRun @Starbucks Love Starbucks this time of year... :) | Pos | Brand |
| @starbucks | InDiff | N/A |
| Love seeing the red cups back @Starbucks #holidaysarehere | Pos | Product |
| @JanetWuOn7 @starbucks welcome back Wu! :-) | InDiff | N/A |
| Chilling @Starbucks in SATX. Thanks for the great coffee and the uninterrupted chill time to charge up! #YouRock! | Pos | Product |
| At Starbucks with my mom :) #PumpkinSpiceLatteForMe #CarmelFrappachinoForMom @Starbucks | Pos | Product |
| @Starbucks mutual follow? | InDiff | N/A |
| This is amazing so creative!!ðŸŽŸðŸŽŸðŸŽŸðŸŽŸf @Starbucks http://t.co/PYCdMIPQ | Pos | Brand |
| Thanks @Starbucks for remaking that first cup of lukewarm, watered down, milky coffee...it sucked. | Neg | Product |
| Mmm...@Starbucks peppermint hot chocolate... | Pos | Product |
| Contemplating whether @starbucks is the best place on earth. #love #coffee #amazing | Pos | Brand |
| Mmm, gingerbread latte! Welcome back @Starbucks holiday red cup :) http://t.co/a1147QQe | Pos | Product |
| @csellersPDX Bahaahahahaha! You win.Guess my @starbucks is behind. Affirmative action at its finest? | InDiff | N/A |
| @johannlau @Starbucks you're gonna be so happy in seattle. | InDiff | N/A |
| Day 1: something that starts with C - coffee! #fmsphotoaday @starbucks @fatmumslim http://t.co/gPpW3W0l | InDiff | Product |
| Studying with the aroma of food around! #bliss @Starbucks | Pos | Brand |
| This is the only way you'll get me out this early on a rainy Saturday. (at @Starbucks) â€” http://t.co/8NGuHOMJ | Pos | Brand |
| @HollilinnB replace every bubbly gringo chick at @starbucks with a #minority and tell me what you get? | InDiff | Staff |
| @TimSchraeder EVERY mpnrng I wish @starbucks delivered. Or at least had more drive thrus. | InDiff | Brand |
| @MahsaWho @DunkinDonuts dunkin is SOO much better thab @starbucks coffee but its almost the end of pumkin season onto the eggnog | Neg | Brand |
| Red cups! Red cups @Starbucks ! Happy times are here at last! | Pos | product |
| Just chillin' having our morning coffee @Starbucks Gingerbread Latte for mom, vanilla milk for E. #joy http://t.co/3oSHZLP6 | Pos | Product |
| ?? for @Starbucks or anyone else. If 4 shots = Quad and 5 shots = Quint, what is 6 shots of #espresso called at #Starbucks? #fb | InDiff | Product |
| Even studying since 11. Considering taking a break after this segment ad going to @Starbucks | InDiff | Brand |
| When @Starbucks brings back their red cups ðŸŽŸ >>>>> | InDiff | Product |
| First gingerbread latte today thank you for making me festive @Starbucks | Pos | Product |
| Thanks you @Starbucks for my free venti drink! ðŸŽŸ~Šâˆ—â€” | Pos | Brand |
| My typical morning... ðŸŽŸ~#Breakfast #Starbucks #CaramelBruleÃ© #CinnamonRoll #YUMMY@Starbucks http://t.co/Qlk0nt1m | Pos | Product |

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| @Starbucks service was amazing! Systems were down & the lines were slow so I was happy to receive free coffee & a free coupon! Thanks! :D | Pos | Staff |
| @starbucks | InDiff | Brand |
| @Starbucks soccer + Christmas blend coffee = awake!!!! http://t.co/TJHjvG3y | Pos | Product |
| @brittanyashley @starbucks That totally blows. | InDiff | N/A |
| I think this year will be the year I try a pumpkin spice latte from @Starbucks | InDiff | Product |
| Damn @Starbucks ur hot coco sucks | Neg | Product |
| Wonder if @jack had anything to do with getting this Twitter-esque bird on @Starbucksâ€™ holiday cup? http://t.co/mByTFI4a | InDiff | Product |
| @RegLevy @Starbucks that's awful! i seriously was hustling to get to 30! i was one star away, dammit. :(| Neg | Personal |
| @Starbucks just purchased first bag of Thanksgiving Blend of the season #sogood | Pos | Product |
| Also Christmas at @Starbucks = best time of the year! #goodmood | Pos | Brand |
| Chicken Santa Fe paninis from @starbucks are so good.. | Pos | Product |
| Chai tea latte, nonfat, 1 pump pumpkin syrup in a festive @Starbucks cup. Oh wowwww it's good. http://t.co/l44flaeZ | Pos | Product |
| @brittanyashley @starbucks They just changed the way your points count, but they didn't say your old ones would no longer count :(| Neg | Brand |
| @RegLevy @Starbucks so weird! i can see my transactions in my history, and there's nothing before july. this has to be some sort of glitch. | Neg | Tech |
| Maddy pretending to be @starbucks barista. They have health insurance though! http://t.co/hN7O3kjh | Pos | Staff |
| @NinaOzardakci @starbucks it's delicious go get one!! | Pos | Product |
| Oh yeah @Starbucks has their peppermint mochas back!! #daymade | Pos | Product |
| Now that Halloween is over, time for @Starbucks red cups ðŸ“¸,ðŸ“¸,ðŸ“¸,ðŸ“¸ | InDiff | Product |
| @brittanyashley @starbucks Yeah, wtf, same thing happened to me. I think it was their new upgradeâ€¦?Coffee Bean has crappy #tea, tho. | Neg | Product |
| Wrote my name on the cup without asking what it was again #goodservice @Starbucks http://t.co/ijO9J7f | Pos | Staff |
| I LOVE when @Starbucks randomly gives me free coffee. I got to the front of the line & the guy said I am so sorry you had to wait so long | Pos | Product |
| cranberry bliss heaven! #mylifeiscomplete LOVES me some @Starbucks http://t.co/i8uWuSOT | Pos | Product |
| @Starbucks has holiday cups! #iloveChristmas | Pos | Product |
| Too early, @Starbucks. Too early. #redcups http://t.co/UWyo04j | Neg | Product |
| Excuse me while I go cry in the bathroom @Starbucks for being forever alone. | InDiff | N/A |
| Eggnog Latte is back @Starbucks http://t.co/Ep1yCX3i | InDiff | Product |
| Glad to see the magical @Starbucks cupfox is finally being honored by @Starbucks. | Pos | Brand |
| Christmas cups are back @Starbucks What a great way to start my Saturday http://t.co/m9GhNssn | Pos | Product |
| @Emeline_Grace @starbucks why the hell have I never had one?? | InDiff | N/A |
| #first #toffenutlatte @starbucks http://t.co/PbvPUTVM | InDiff | Product |
| Yum! Gingerbread latte from @Starbucks with plenty of cream. | Pos | Product |
| Loving the festive music at @Starbucks! Red cups, Christmas tree, and Christmas music! Makes me happy! â™• | Pos | Staff |
| It's the most wonderful time of the year... Time for #redcups @Starbucks. #caramelbruleelatte http://t.co/XKbor8fH | Pos | Product |
| I'm @starbucks (150 S 1st St # 135, San Jose) http://t.co/cIOwJNPR (+10pts) | InDiff | Brand |
| @FlywheelSeattle this morning with tommy then @FlyBarre SLU with Beverly...phew what a way to kick off Saturday! @Starbucks red cups anyone? | InDiff | Product |
| Watching some man flirt VERY desperately...and very loudly at a packed @Starbucks. We're all enjoying the show. | InDiff | Personal |
| If I was @Starbucks I would make this their biggest ad | InDiff | Personal |
| @Starbucks I think you should recruit this boy for modeling your coffee. Just a suggestion ;) http://t.co/DOWFae7 | InDiff | Personal |
| Ahhhh. Necessary post-sandy-psl. Thank you @starbucks | Pos | Product |
| So happy @Starbucks has red cups again! #HolidaysAreHere | Pos | Product |
| Studying on the terrace @Starbucks in November. #lovethisweather#stayforever | InDiff | Staff |
| Off to @starbucks w/ the husband and then to the beach to walk our pup! | InDiff | Personal |
| I've been on hold with @starbucks for a looong time...i need my stars back! they dissappeared off my starbucks mobile app right before gold:(| Neg | Tech |

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| Wearing my #Oregon jacket today. Guy walking out of @Starbucks held the door open for me and said, "Go Ducks!" #goodday | InDiff | Personal |
| @starbucks I want #Xmas Drinks NOW #Starbucks @starbucksMex http://t.co/K5y74QOI | Pos | Product |
| New Orleans streets have given me a new appreciation for @Starbucks travel sticks. | InDiff | Product |
| #love @starbucks http://t.co/61hFc6AY | Pos | Brand |
| and the best season has begun @Starbucks yummy :) http://t.co/q8ArSxab | Pos | Product |
| It's officially the best time of the year. #gingerbread #redcups @starbucks and also @windmillbi @ Starbucks http://t.co/Ao3E4kN | Pos | Product |
| Got @Starbucks and @Target set up on my Passbook for #iPhone. Come on retailers, get in the game! | InDiff | Tech |
| @Starbucks now has braille gift cards. I love how inclusive and intelligent that is. What a wonderful gesture. Starbucks is awesome! | Pos | Brand |
| this @starbucks line is too long #firstworldprobs | Neg | Staff |
| @starbucks #redcupchallenge http://t.co/v2YmEdd | InDiff | Brand |
| Free tall drink:))) thank you @starbucks #luckykiddo http://t.co/KRKLafXh | Pos | Product |
| @Starbucks | InDiff | Brand |
| It was my popularity and good looks that saved Christmas. Thanks you @Starbucks for honoring my success with a holiday cup. | Pos | Product |
| I measure my life in @Starbucks drinks and cups. Peppermint mochas and red cups are back! | Pos | Product |
| @Terrypooch I will literally NEVER drink @starbucks again. | Neg | Product |
| Find me @Starbucks sippin on #dirtychai w @MykkiBlanco | InDiff | Product |
| .@starbucks << Never buying anything from them. | Neg | Brand |
| Just saw someone lick and taste a random lid @starbucks to see if it was theirs. Eww | InDiff | Personal |
| Not sure why my @Starbucks gingerbread latte tastes like chemicals. Shocked. | Neg | Product |
| Double fisting and getting excited about Christmas. 51 days! #nevertosoona @starbucks http://t.co/2fa0w2Gu | Pos | Product |
| @daveryankdwb no kidding. The new @Starbucks #Verismo machine is even worse. | Neg | Product |
| Call me ghetto but this is the 3rd time I've ever been to @starbucks | InDiff | Brand |
| Ordering a "small" @Starbucks? You must be new. #CoffeeSnob | InDiff | Product |
| I'm going to the mall today which means I'm also getting @Starbucks lol Do they have red cups now?? | InDiff | Product |
| @Starbucks You make me happy:) | Pos | Brand |
| There is a snowman on the @starbucks cups this year. There's a tree in the grand hotel in 1 in the park as well. http://t.co/MGL8sQV7 | InDiff | Product |
| @Starbucks when will the caramel brÄe latte be coming back?? | InDiff | Product |
| @Terrypooch @Starbucks is crap coffee and way over-priced. Let them endorse the #ButcherOfBenghazi and see how that works for them | Neg | Brand |
| Yum... Make that 2 â– @RichGirlBudget: @starbucks I need a latte to the face #pumpkin pleaseâ– | Pos | Product |
| @MsNycole @starbucks me too but Starbucks is crazy expensive but they do have better Coffee. I like the White Vanilla Mmmm lol | Pos | Product |
| @STARBUCKS feeling festiveâ– welcome back #redcups #feeling #festive #starbucks #winter #perfectionðŸˆE http://t.co/RGJB7iy5 | Pos | Product |
| @FurKidMom oh man, so sorry. Glad you at least got your @starbucks. Hope you get power back ASAP. | InDiff | Brand |
| At @starbucks and they have this machine for sale with little coffee flavor cups that dispenses the coffee! http://t.co/nogRqhKD | Pos | Product |
| @ResourcefulMom @Starbucks did you get the app yet? | InDiff | Tech |
| @Starbucks My friend @samgryzwa got me into you guys and it's the best coffee ever | Pos | Product |
| @Starbucks Is it normal for tall coffee to be served only 3/4 full? #notimpressed http://t.co/UJSnGT45 | Neg | Product |
| When the free song at @Starbucks is actually good ðŸˆðŸˆðŸˆðŸˆ @Cape_girl122 | Pos | Brand |
| is ironically suffering tea withdrawal in England, with nothing to boil water yet & @starbucks in Canary Wharf all closed now. | InDiff | Staff |
| @Starbucks That was a REAL dumb move to endorse Obama. REALLY dumb. | Neg | Brand |
| first #gingerbreadlatte of the season! @Starbucks http://t.co/LNTesaYL | Pos | Product |
| Mmmm yum! It's that time of year again! @Starbucks @StarbucksCanada #RedCupsChallenge #Starbucks http://t.co/1CR0caGw | Pos | Product |
| Can't stand all the people who park at tables in @starbucks using free wifi for hours. | InDiff | Personal |
| @starbucks *.* | InDiff | Brand |

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| The @Starbucks lot was so full, I had no choice but to park near this giant cock! :-) | http://t.co/GSH1nPiK | InDiff | Staff |
| @francinially Oh my gosh that sounds delicious!!!! Must try that next time I'm at @Starbucks! | | Pos | Product |
| @KristyNavarro @starbucks I loveeeee it haha! I need have one at least everyday:) | | Pos | N/A |
| I love that @Starbucks gives out their spent grounds. #garden #compost | | Pos | Product |
| First Red Cup of the season!! #itsofficial @starbucks #redcuphappiness | δΥ''â~δΥ~•â•,â,, @ Starbucks http://t.co/VvUwexse | Pos | Product |
| @crazymamatraci @starbucks it's the most wonderful time of the year!!!: | | Pos | Brand |
| Only went to @Starbucks twice this week... That's a first #coffeeaddict | | InDiff | Brand |
| @atsash @starbucks I agree! | | InDiff | N/A |
| Got a sandwich from @starbucks for the first time! So good. | | Pos | Product |
| I would pay @starbucks 20 bucks to deliver my a coffee | | InDiff | Brand |
| The @Starbucks mermaid in love :) http://t.co/aj77X51b | | Pos | Brand |
| Fasting is so much easier with green tea from @Starbucks | | Pos | Product |
| Guess?!? @starbucks http://t.co/YKecOBIZ | | InDiff | N/A |
| .@Starbucks where's my red cup? Whole reason I got a hot drink today. #saday #redcup | http://t.co/bWwfdEb | Neg | Product |
| Spending the morning completing an interview for @AZFoothillsMag... Over @Starbucks of course! | | Pos | Work |
| @Starbucks Mmmm toffee nut latte #birthdaytreats | http://t.co/x6Pfh9iy | Pos | Product |
| I love holiday at @starbucks | http://t.co/eMjufAuX | Pos | Brand |
| @missbeaux on my way!!! Waiting at @Starbucks | | Indiff | Personal |
| @KAlholinna @Starbucks Drink one for me! #jealous | | Pos | Product |
| Caramel brÃ»lÃ© lattes are back! @starbucks | http://t.co/6kS4bvwb | Pos | Product |
| PIC: @HoustonTexans' @JJWatt is ready for Sunday! #NFL pres by @Lexus & @Starbucks | http://t.co/6NqPK34h http://t.co/P1T77f98 | InDiff | N/A |
| @Starbucks can i have a green tea frap | | InDiff | Product |
| Watching #MostDaring on @truTV . Waiting to go to @Starbucks :) Wishing @truTVjokers was on #WeWantAMarathon | | InDiff | Personal |
| @mypretendname don't give those @starbucks nazi's any money they don't even pay tax! | | Neg | Brand |
| @Starbucks happy friday | | InDiff | Brand |
| Free tall drink @Starbucks :))) | http://t.co/jN5B6N6F | Pos | Product |
| The only Christmas decorations I like to see up before end nov hehee. I have had all my favs already! @Starbucks | http://t.co/ysHe2GrE | Pos | Brand |
| Wow, @Starbucks is insanely busy this morning. (@ Starbucks w/ 2 others) | http://t.co/RO9LihaK | Neg | Staff |
| I want a @Starbucks now! :(| | Pos | Brand |
| With @agramonte at @starbucks â€” | http://t.co/mUwEps7B | InDiff | Personal |
| Probably because you're arabic. Please get a job there!!!! A cutie delivering my cup δΥ~•â~ #lovesit @MMroue2 @starbucks | | InDiff | Personal |
| My fav caramel frappuccino @starbucks #frappuccino #coffee #Beirut #caramel #yummy | http://t.co/xRgLcpXR | Pos | Product |
| I LOVE how @starbucks #starbucks has the #Christmas #coffee cups already! #skinnyvanillalatte #warmth #holidays #excited | | Pos | Product |
| These @starbucks baristas might be the slowest crew on the planet... And it's not helping that one just told the other one to slow down | | Neg | Staff |
| They have the Red cups at @Starbucks #Gingerbreadlatte @Harry_Styles | http://t.co/yIDZnNn9 | InDiff | Product |
| Grande Carmel BrÃ»lÃ© latte @KKluth10 @Starbucks #choice | | InDiff | Product |
| Freezing cold outside @Starbucks nice and warm inside #CaramelBrule | http://t.co/Ocbb91C4 | Pos | Product |
| @Starbucks toffee nut latte... Nasstyyy think I might just stick hot chocolates | | Neg | Product |
| @Starbucks new york wants coffee compliments of starbucks ... and you have a great day! | http://t.co/SzynDiy | Pos | Product |
| When I get asked to come in 2 hours early, I should say I can come in an hour and 50 minutes early. #coffeeun @Starbucks | | InDiff | Brand |
| My @Starbucks account is showing I have 0 stars, but I actually have 28. What's going on. | | Neg | Brand |
| Loved spending time with you! â€”@lexiEpage: Christmas cups at @Starbucks !!!#BESTDAYEVER #whereareyouChristmas @chelseawebb88â€” | | Pos | Product |
| @SallyHitchiner @ruthiegladhill @starbucks I thought it was okay for Methodists since 1976 Conference. Hope so, otherwise am in trouble! :-/ | | InDiff | N/A |

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| Queen esther @starbucks lol XD http://t.co/8TTu6b0B | InDiff | N/A |
| @jobrahvo_ Yes! Come on @Starbucks! We want coffee delivered to our homes! | Neg | Product |
| Perfect day for a @starbucks #redcup http://t.co/6Fd7T0rU | Pos | Product |
| A little late, but @kerstinagustin's and my #DIY @starbucks (cl) Halloween costumes this year! I was a dirty http://t.co/eRFyztH9 | InDiff | N/A |
| I've missed you @starbucks (@ Starbucks) http://t.co/peCKxZFc | Pos | Brand |
| After bike ride kids wanted to stop @Starbucks. No more Starbucks 4 this family. Had Swiss Miss with triple marshmallows! Boycott Starbucks | Neg | Brand |
| Listening to @macklemore and Ryan Lewis @Starbucks doing #CollegeApps Happy Saturday | InDiff | Brand |
| @grisalexander @Starbucks I think you are just as addicted as I am haha! | Pos | N/A |
| Is there a better tasting coffee than the Starbucks Christmas blend? @Starbucks #TisTheSeason #GrandeBold | Pos | Product |
| nothing is better than the #RedCups at @Starbucks | Pos | Product |
| You know christmas is around the corner when @starbucks comes out with there red cups and holiday flavored drinks | InDiff | Product |
| Woke excited for @Starbucks red cups in #Amsterdam, instead got this. #guttud http://t.co/oPtEaDc7 | Neg | Product |
| Cheers. @starbucks #caramelbrule #favorite #sogood http://t.co/bDjsJE0A | Pos | Product |
| Had a pretty tasty #breakfast this morning with @quishall #blueberrymuffins @starbucks #trophywife http://t.co/6NX6WQJE | Pos | Product |
| How you know you're struggling: When the @starbucks barista asks you if you're okay when you order your coffee. | InDiff | Staff |
| Second Starbucks i've been in this week with no Caramel Signature Hot Chocolate! ðŸ˜Ž Not impressed @Starbucks @StarbucksUK #sortitout | Neg | Product |
| @funkie32 @pinkneonmartini @starbucks I like the sound of that! Just a shame I hate Christmas xx | InDiff | N/A |
| I wish @Starbucks played Celtic Music. | InDiff | Brand |
| Now, I am officially awake. Thanks! @Starbucks #CoffeeSolvesEverything http://t.co/lX0NES5 | Pos | Brand |
| @LaKiero_on @starbucks #YUM http://t.co/FvMDjsK9 | Pos | Product |
| I had no idea you could read @Marvel comics for free online at @starbucks. Pretty nice to have a distraction available while working. | Pos | Personal |
| @Starbucks this is my fav place!! | Pos | Brand |
| @Starbucks #redcupchallenge http://t.co/8eToKvCZ | InDiff | Product |
| Thank you @Starbucks for shortening my commute & helping my budget, as I am no longer a patron. You vote Obama; I'll vote America. #Romney | Neg | Brand |
| @Starbucks Thank your CEO, Schultz, for helping me save \$\$\$ I'll NEVER buy Starbucks again.Supporting that traitor Obama was a dumb move | Neg | Brand |
| Holiday cups @Starbucks! Talk non fat pumpkin spice latte with no whipped cream! <3 http://t.co/vOZ9DWrf | Pos | Product |
| @ICamelSawIWore @starbucks It's all about the toffee nut latte #dreamy | Pos | Product |
| @SuzW1 u wanna @starbucks brought home babes? X | InDiff | Personal |
| Don't know where I would be without @Starbucks âœ•âˆ† #dailydosage | Pos | Brand |
| The past three days I've gotten a redevye from @Starbucks... So much for kicking my caffÃ©ine addiction | Neg | Brand |
| @Starbucks you're open a starbucks in israel soon? i really hope so | Pos | Staff |
| Everyone you have to try Starbucks' festive special turkey and bacon panini! It's like Christmas in a sandwich! Amazing @Starbucks | Pos | Product |
| Don't know what's up with the @ATT wifi at @Starbucks when using my iPhone???? Not good service at all. | Neg | Tech |
| @Starbucks Red cups - collect them all! http://t.co/vpX37km8 | Pos | Product |
| I'm a walking @starbucks ad. It's fine. http://t.co/F4N9P6gE | InDiff | Brand |
| @Lovelyloo @starbucks Don't know what I would do without my peppermint mochas! Going to go get me a #redcup | Pos | Product |
| I really want to try the gingerbread lattÃ© I think it's called? @starbucks #yum #christmastime | Pos | Product |
| Drinking some @Starbucks @doubleshot coffee to get me hyped up before our march to the stadium. Go State! Beat Nebraska! | InDiff | Product |
| I had dark cherry mocha earlier at @starbucks #tagaytay ^_^ #nocbtl http://t.co/C9MAD59P | InDiff | Product |
| Time for some @Starbucks | InDiff | Brand |
| @Stoned2theBone @TheRealRoseanne @Starbucks sudden @mittromney pulled up in a gay barbie pink pt cruiser he stopped and screamed some | InDiff | N/A |
| @Starbucks now officially got even more amazing! They have red cups now <3 | Pos | Product |
| @RuthieGledhill @Starbucks That would be tricky for Muslim/Methodist/teetotal/alcoholic clients! HOW do they not know these things?! | InDiff | N/A |

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| I drink so much @Starbucks that it may be time to start referring to my kidneys as coffee filters. | Pos | Personal |
| @theverysimong obviously NEEDS his @starbucks coffee fix this afternoon... He's been queuing for 25 mins. Thank god I can entertain myself! | InDiff | Product |
| It's the most wonderful time of year: red cups @starbucks | Pos | Product |
| I had an amazing dream about @TheRealRoseanne it was interesting to say the least.. we were chillin at @Starbucks smoking a fatty when all | InDiff | Personal |
| Red Cup!!! Yeah!! @Starbucks http://t.co/uQSvCqK0 | Pos | Product |
| Come to me @starbucks | Pos | Brand |
| @Starbucks has the red cups, but we have the red frames! New ultra light Lindberg acetanium. http://t.co/jEI6mmjF | InDiff | Product |
| the @Starbucks #redcups are baaaack!!! ^_^ http://t.co/9Fp8R4Xt | Pos | Product |
| The Christmas red cup season in @Starbucks is always the best time of year with @unaaaa_ | Pos | Product |
| @LorsieM @starbucks. Gingerbread latte? What's that...? Looking forward to your scrummy risotto for supper. | InDiff | Product |
| @Starbucks had my first gingerbread latte of the festive season today, it was friggin AMAZING! :) | Pos | Product |
| @starbucks Y U no like Fall? Christmas cups already? What about fall? Leaves, turkey, Indians, pumpkins, etc. There are 4 seasons, not 2. :(| Neg | Product |
| @Starbucks, you should know not to put red text in a black background... #vscocam @ Starbucks http://t.co/ycZIH0Eg | InDiff | Brand |
| It's official. I'm finally at @starbucks Green level. http://t.co/INSALts | InDiff | Brand |
| @Starbucks Ok I splurged. Salted caramel mocha- Delish!! #Starbucks #yummy #warm | Pos | Product |
| Just paid for a coffee at @starbucks with my *phone*. Feels like when the Coke bottle landed in the village in "The Gods Must Be Crazy" | InDiff | Tech |
| Kudos to @starbucks for sending over hot chocolate to volunteers @ Atlas Park donation center in Glendale, Queens. http://t.co/vpTdEMke | Pos | Charity |
| Mmm the creme brulee latte at @Starbucks is so delish... | Pos | Product |
| @Starbucks follow meeeee | InDiff | N/A |
| @Starbucks Toffee Nut Latte is so good.... Don't you agree James? :P @j35al | Pos | Product |
| Flu shot + not enough coffee = tired. Need @Starbucks pronto! | InDiff | Brand |
| Our biresta is ready to start your day off with a warm cup of @Starbucks coffee. http://t.co/uBEAmNnc #Hilton #Coffee #Morning #Food | InDiff | Staff |
| Hidden Mickey on the outside of our new @starbucks coincidence ? I don't think so http://t.co/68YgJYt | InDiff | Staff |
| #LAX #CUL8TR @starbucks #redcups are back #holidays :) @ Gate 9 http://t.co/FAoEMKx6 | Pos | Product |
| No surprise: @starbucks is packed on this frigid day. â☞,â• | InDiff | Brand |
| I need a red cup from @Starbucks | InDiff | Product |
| I love you, @starbucks. http://t.co/HFwf0ruP | Pos | Brand |
| @FindinACure77 @starbucks lol! | InDiff | N/A |
| Back to @starbucks. Back to @twitter. | InDiff | Brand |
| Scored a seat at @Starbucks right next to the fireplace. #winning | InDiff | Personal |
| Feeling Christmassy @Starbucks #Exeter http://t.co/kQcq8ggL | InDiff | Brand |
| @Starbucks my teacher brought frapuccino at school the other day | InDiff | Product |
| #redcup at @Starbucks are here!! #christmas is nipping at our heels!! http://t.co/nOicyQ7j | Pos | Product |
| @starbucks you should make this your dp idk http://t.co/r2YmYAet | InDiff | Brand |
| @cbetom @cbcmarketplace Consumers are suckers buying Bottled water, @starbucks & Apple devices are some more examples | InDiff | N/A |
| @Starbucks hiiii | InDiff | Brand |
| I was studying @Starbucks this morning & I look up & take my headphones off & there he is @SethRich91.. Surprised me with that smile of his. | InDiff | Personal |
| Seems odd drinking from red holiday cup @Starbucks in 80 degree weather | InDiff | Product |
| @Starbucks coffee date with the BFF! Loves it! Happy Saturday Guys!!!! | InDiff | Personal |
| Red cups are here!!! @Starbucks im greedy & having the buy one get free all to myself.. | Pos | Product |
| Hey, @starbucks, I actually expected an answer to the question I tweeted yesterday | Neg | Brand |
| Good morning @Starbucks is just what i need this Saturday (@ Starbucks) [pic]: http://t.co/5MkRGZn2 | Pos | Brand |
| When @Starbucks finally has their Christmas cupsðŸœŸ• http://t.co/bv7F0dje | InDiff | Product |

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| @Starbucks follow me eh | InDiff | Brand |
| had my first @Starbucks Christmas Cup today. Eggnog Latte is delicious â• #ChristmasInNovember | Pos | Product |
| Holidays are coming ... @Starbucks xx http://t.co/H0ScMY39 | InDiff | Brand |
| @Starbucks follow me omf | InDiff | Brand |
| Mmmm my first festive latte of the year @Starbucks #toffeenudeiciousness | Pos | Product |
| Long workout this morning....day seven in a row. Oofda! Kardash marathon and @Starbucks are just what i need! | Pos | Brand |
| @Starbucks i love u | Pos | Brand |
| @Starbucks i had a raspberry blackcurrant frappuccino yesterday, veryyy niceee | Pos | Product |
| Went thru @starbucks drive-thru & then realized I forgot my wallet. They still gave me my drink & breakfast!!! #generous #85thstreet #tired | Pos | Staff |
| Career Center Starbucks Coffee Company: http://t.co/CTXjEHCK via @Starbucks | InDiff | Staff |
| Ohmygodddd peppermint mocha's are back! ðŸ•ðŸ•ðŸ• @Starbucks | Pos | Product |
| @jess_codychance @Starbucks after #racersolutions | InDiff | N/A |
| they're back! red cups and caramel br&A>l&A©e lattes give me lil warm fuzzies... @starbucks #ruelove #coffee â™•â™• http://t.co/esOFnpza | Pos | Product |
| follow me pls @starbucks | InDiff | Brand |
| I love my Saturday morning @Starbucks | Pos | Brand |
| @StarbucksÂ is unable to hire staff that aren't passive-aggressive assholes, & I think you need only look up the chain of command for the why | Neg | Staff |
| @JohnLorinc @deBeauxOs1 @Starbucks Damn You, Starbucks, allow me a Pumpkininny Grace Period! | Neg | Brand |
| @Jcdavidson37 @macsterd @debbiestout5 @starbucks called crony capitalism. | InDiff | N/A |
| Saturday morning @starbucks line. #looooooong. | Neg | Brand |
| @Starbucks You should open a Starbucks coffee shop in Malta. | InDiff | Staff |
| Just got an email from @Starbucks saying they got red cups... @Harry_Styles job well done | InDiff | Product |
| My @Starbucks got a huge makeover. Coffee & cocktails-love it!Maybe #gfree & #dairyfree treats next? #swanky #lovemystarbucks | Pos | Staff |
| @StarbucksÂ may make better coffee, but at least I know that, when I go to Tim Horton's, I won't be subjected to passive-aggressive staff... | Neg | Staff |
| Thank goodness for @Starbucks | Pos | Brand |
| Red Cup Season @starbucks | InDiff | Product |
| I'm @starbucks (138 S 34th St, Philadelphia) http://t.co/RqOLhxDJ (+25pts) | InDiff | Staff |
| @Starbucks what happened to all of my stars? I just opened my app and one by one my stars disappeared! :(Now I have 0 rewards. | Neg | Tech |
| , @Starbucks is named after a character in Moby Dick, who is named after a real family of whalers, who were named after a river in Yorkshire | InDiff | Brand |
| Nice buy one get one free @Starbucks with @AmieJordan â™• | Pos | Brand |
| @starbucks #redcups simple pleasures http://t.co/5GRyQB0 | Pos | Product |
| Amazing morning despite crappy weather! 2 Zumba classes, chatting, and @Starbucks gingerbread soy latte. #motivated | Pos | Product |
| @Starbucks 2) iâ™•m visiting chile and Starbucks here is doing great. // I have feedback for sbux chile, where can I direct that? | Pos | Staff |
| @LorsieM @Starbucks That sounds lovely. Can almost taste it. | Pos | Product |
| Peppermint Mocha from @starbucks just made my day a little better! | Pos | Product |
| @WomenFishing @starbucks it's only 1.6km from my new place & holiday drinks are back! There's a #PeppermintMocha calling my name! #tempting | Pos | Product |
| @Starbucks hey Starbucks, 2 nice things: 1) thanks for being a comforting place for my sis+fam could go to in NY/NJ to recharge/wifi | Pos | Brand |
| It's that time of the year again @Starbucks - first gingerbread latte of the winter | InDiff | Product |
| I just had the misfortune of walking past this. @starbucks i am sorry. http://t.co/gFg8E3bw | Neg | Staff |
| @Starbucks, we need you here, in Lithuania. | InDiff | Staff |
| @TheRoxie Next time I'm @Starbucks I'll be sure to send you a picture of my drank. #sobomb | Pos | Product |
| @thaCrane i don't know how I missed you yesterday. #sadday you should be @Starbucks with us! @footfairynumba4 | InDiff | Personal |
| . @Starbucks espresso machine is down so vanilla tea it is! Not bad at all â™• | Pos | Product |
| This is soooooo me!! And I feel the same way about my @Starbucks http://t.co/9oisoW7Q | Pos | Brand |

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| @Starbucks roses are red violents are blue I love you do you love me too?? | Pos | Brand |
| rekindling the season with #starbucks @starbucks @cape_girl122 ðŸŽ., @ Starbucks http://t.co/YkASRMxv | InDiff | Brand |
| I think I'm going to stop going to @Starbucks. The passive-aggressive, haughty, feigned ignorance of their staff is just truly unbearable. | Neg | Staff |
| Have gotten shitty drinks from @Starbucks the last 3 times I've been there #notpleased #notwastingmymoneyanymore | Neg | Product |
| I had 29 @Starbucks stars and they just expired. SO. FUCKING. CLOSE. Screw you, Starbucks. I'm switching to The Coffee Bean. | Neg | Brand |
| i love when people who work in @Starbucks draw smiling face on my cup God Bless you guys you make my day better <3 :) | Pos | Staff |
| @Starbucks #HolidayCups!!!! http://t.co/Bk5fB4Rn | Pos | Product |
| @RGaspard @tassimo @Starbucks stop resisting...go to Starbucks :-) | Pos | Brand |
| Thx @Starbucks for generous #SandyFund support,we'd take you out for coffee,but you probably already have that covered? http://t.co/TNU55QGJ | Pos | Charity |
| @HollyVanquish have you christened a red cup from @starbucks yet? 1st November couldn't come soon enough! #festivematt | Pos | Product |
| Uh-oh! @Starbucks Xmas Menu is out already! #gingerbreadlatte #peppermintmocha #dangerousaddicts @BritKylie @Leannelris @alanamegillis | Pos | Product |
| @Imahoneybee @Jcdavidson37 @DebbieStout5 @drscott_atlanta @Starbucks yeah I hear ya. GM, Chrysler, Starbucks, etc. traitors | Neg | Brand |
| It's gonna be a good day. I got @starbucks! #Sandy won't kill my coffee fix. #thehardwaypodcast http://t.co/zCQchS9p | Pos | Brand |
| In @starbucks like wtf to early, but well worth it. | Pos | Brand |
| I want those red cups so badly @starbucks :(| Pos | Product |
| @starbucks Gingerbread Latte :) #redcups #almostchristmas #coffee http://t.co/eklHaXzJ | Pos | Product |
| Some classic Dean Martin playing @starbucks #thatsamore | Pos | Brand |
| @chelsannee @starbucks driving and taking pics again ? | InDiff | N/A |
| Took this sweet girl for a warm treat! A caramel apple spice latte for Natali. @starbucks http://t.co/nROA1kKA | Pos | Product |
| Happiness at @starbucks http://t.co/joyYiJmG | Pos | Brand |
| coffee... first time at new Byron @Starbucks - beautiful store! @ Starbucks http://t.co/WQBxgy5k | Pos | Staff |
| Just rode the subway for two reasons: to use my monthly and to find an open @starbucks #priorities #withdrawl #getmeoutofhere | Pos | Brand |
| Yay #redcups @Starbucks #redcupsmeanchristmas http://t.co/G9lpOuZA | Pos | Product |
| Third buy thanks @starshine541 @starbucks http://t.co/loSuW197 | InDiff | N/A |
| @Jcdavidson37 @DebbieStout5 @drscott_atlanta @Starbucks I really don't think so. Because if I owned the company I would out the admin | Neg | Brand |
| @Starbucks you should consider delivering | InDiff | Brand |
| @Sanasrandomness @Starbucks Ew eggnog. I can't do eggnog ever since the rum abduction eggnog incident of 05 | Neg | Product |
| Struggling to unpack the new apt sans-caffeine. @Tassimo is unpacked but t-discs are no where to be found! Resisting @Starbucks 2blocks away | InDiff | Personal |
| @Starbucks you should deliver | InDiff | Brand |
| Starbucks, getting my hair done, & maybe my nails ! @Starbucks @SalonLisaBrown | InDiff | Personal |
| Finally got my @Starbucks #gingerbread #latte seems like its been forever http://t.co/mV0eDFTd | Pos | Product |
| IF YOU'RE IN ATL and not doing anything tomorrow night, we are hosting a big COMEDY SHOW here @STARBUCKS!... http://t.co/WUOZcKNU | InDiff | Personal |
| @starbucks ily | Pos | Brand |
| @howardschultz ummm, howard? endorsing #obama..? Obama is NOT #morganFreeman, and #sandy was not a FUCKING ASTEROID #sheesh!! | Neg | Brand |
| @starbucks | Neg | Brand |
| A gingerbread latte from @starbucks sounds so good right now. ðŸ™•ðŸ™•(Eâ€š, | Pos | Product |
| Out to grab some lunch then some coding at @Starbucks | InDiff | Work |

Figure 4 – Tweets About Starbucks (11/4/12)

| status | Tweet Tone | Topic |
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| Loving my #PepperMintMochaLove @Starbucks #RedCup http://t.co/1KM3PTiH | Pos | Product |
| @rippit2damaxx sending you some @Starbucks coffee to help, well if twitter would allow it, haha | InDiff | Product |
| A Nice mug of Sumatra @starbucks #teamcoffee #Starbucks http://t.co/5nztysrH | Pos | Product |
| Finally decided to get a @Starbucks reward card. Now I have an excuse to get more #StarbucksRedCups | InDiff | Product |
| why dont u deliver yet @starbucks | InDiff | Brand |
| My life = @Starbucks #obsessed â• http://t.co/hJ6DBA0Y | Pos | Brand |
| The first Caramel Brulee latte from @Starbucks of the season! #happyholidays http://t.co/ckUVMYz7 | Pos | Product |
| I've gone to @Starbucks two times today because my favorite drink is back!! #peppermintmocha ðŸ••â••â•• | Pos | Product |
| Strawberry and CreamðŸ••â••â•• @Starbucks http://t.co/Xepc9Cq | InDiff | Product |
| @starbucks u are making me late! | Neg | Brand |
| Whoo whoo @Starbucks #refreshers are here to stay. No longer seasonal!! Getting mine right now! | Pos | Product |
| @Starbucks Oh my goodness! I should never had tried the salted caramel mocha #love | Pos | Product |
| Is this what winning a Grammy feels like? Thanks @starbucks! #goldcard #finally #dreamsdocometrue http://t.co/kWCjm1sP | Pos | Brand |
| #election2012 prep at the local @starbucks. Two more days! #study #Decision2012 #SantaMaria | InDiff | Election |
| @starbucks the recent changes to the store and starbucks loyalty are not for the better | Neg | Brand |
| Thanksgiving blend at Starbucks is awesome. I'm back, boo @starbucks. | Pos | Product |
| Dear @Starbucks and Duracell, thanks for my free PowerMat. It's like living in the future! iĉŽ | Pos | Brand |
| Yummmmm!! I loooove the Holiday Blend coffee. It's amazing!! @Starbucks | Pos | Product |
| My Starbucks Rewards Starbucks Coffee Company: https://t.co/lcNANVRu via @Starbucks | InDiff | Brand |
| My first red cup of the season. Thank you @Starbucks. Now off to do the holiday props at work. #holidaysarehere | Pos | Product |
| Found an open @Starbucks in Piscataway NJ!!!! Temporarily took our mind off #Sandy and #nopower problems. | Pos | Staff |
| @STARBUCKS IS THE CARMEL BRULEE LATTE BACK?!?!?!?!? | Pos | Product |
| @Starbucks love your Holiday blend #Cheers!!! | Pos | Product |
| You know we're in a power outage crisis when ppl start bringing surge protectors 2 plug in @Starbucks cc @joannellepan http://t.co/FYpauXt | InDiff | Brand |
| @Starbucks follow meeeeeeeeeee :-) | InDiff | Brand |
| Joy Tea back at @Starbucks. My day is made. #Joy!Joy!Joy! | Pos | Product |
| I think I've drunk my weight in @starbucks today. #coffee | InDiff | Product |
| Where are the red Xmas cups in Maine, @Starbucks?? | InDiff | Product |
| @starbucks has 2/5 follows #jealous | InDiff | Brand |
| @InjusticeFacts: To afford a box of @Starbucks 's special beans, the farmers who farmed the beans would have to work for an entire month. | Neg | Brand |
| Hey thanks @starbucks! http://t.co/4QCPg0vZ | Pos | Brand |
| I don't care what time of the yr it is ill never, ever turn my back on my iced green tea latte with soy milk ðŸ••ðŸ••ðŸ••ðŸ•• #starbs @Starbucks | Pos | Product |
| @Starbucks FOLLOW MEEEE | InDiff | Brand |
| I feel a @Starbucks run coming on soon. Either that or @McDonalds. Yes, I know what that says about me, but I've been craving fries all day! | InDiff | Brand |
| I love overheard snippets of conversation at @Starbucks. Is that wrong? #PeopleAreFascinating | InDiff | Personal |
| Funny times @starbucks with @BiancaGomez101 #lovethisgirl #suitemates #BestFriendsForever #Yes #doinworkoverhere #papers #letsgoo | InDiff | Personal |
| @Starbucks red cups are back ðŸ••/ðŸŽ•%â•• http://t.co/DIKoJhw | InDiff | Product |
| @jessbedsole @starbucks Those are my favorite!! | InDiff | N/A |
| @Sarasmiles07 @starbucks omg I miss those. | InDiff | N/A |
| Of course the weekend I have the most coursework due is the weekend that I cannot focus worth anything. Not even @Starbucks is helping. | InDiff | Work |
| @starbucks yay! "Makes me feel good!" Lol #Starbucks #Autumn feels great! ∓ I think that's my last pic, my f http://t.co/znkjEtM | Pos | Brand |
| @Starbucks Gettin' it in! Sacrifice breeds success #ImOn1 http://t.co/Nba9HVZp | InDiff | Brand |
| How are you not accepting CASH :(i really wanted my coffee @Starbucks | Neg | Brand |

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| @Starbucks's #chaitealatte #loveofmylife | Pos | Product |
| Snarky comment from the barista @Starbucks Yes, I know what I ordered for my drink. Kindly make it please. Sheesh. | Neg | Staff |
| Apparently you have to be a bitch to work at @Starbucks ?#shutupandmakethedrinkwithoutstupidremarks | Neg | Staff |
| I really just want to get out my f-ing house, eat a SALAD, have my \$3 latte from @Starbucks and to go to @Target without this gas problem. | InDiff | Product |
| @Starbucks and you guys never answer to any complaint tweets...whats up with that?! Very shameful. | Neg | Brand |
| First caramel brulee latte of the season @Starbucks! #extraspinkles #ofcourse :) | Pos | Product |
| @Starbucks follow me? | InDiff | Brand |
| Your @Starbucks is out of #PumpkinSpice?! No worries! You can still get a pumpkin-ginger #cupcake at @sugar_daze: http://t.co/gv5gszIB . | InDiff | Product |
| Then the @Starbucks girl laughed and said "You gotta speak the language, man!" No. I don't gotta. | Neg | Staff |
| Free samples at @Starbucks :) | Pos | Product |
| @Starbucks #pepperminthotcoco δÿ•❶δÿ•Ɖ http://t.co/8s2NobMX | Indiff | Product |
| A warm scarf and any of the @starbucks holiday drinks! @starbucksCanada #RedCupsChallenge http://t.co/fupI9Sm2 | Pos | Product |
| I know the sizes at @Starbucks are played out as a premise. But she asked me TWICE what I meant by "large". | Neg | Staff |
| Always on it @starbucks http://t.co/kIXEqT5j | InDiff | Brand |
| @LifeOfABarbie: Happy season of gingerbread lattes from @Starbucks. #LifeOfABarbie I'm craving a gingerbread latte so much! #Depressed à¹ | Pos | Product |
| I love trying new stuff at @Starbucks | Pos | Brand |
| Observation: there virtually no difference between the @starbucks gingerbread & pumpkin lattes. | InDiff | Product |
| @starbucks reunited and it feels so good <3 | Pos | Brand |
| @Starbucks run with @alanaamutoo #redcups #christmas yay | Pos | Product |
| someday, i will work at @starbucks and write complements on everyones cups. #dreamjob. | Pos | Staff |
| @Starbucks solid gold #success http://t.co/BRRDQ18P | Pos | Brand |
| One of my favorites! The peppermint hot chocolate from @Starbucks #HolidayDrinks http://t.co/pNP6z8Ia | Pos | Product |
| @itskraz Where is there a @Starbucks near campus? | InDiff | Brand |
| @thebigshibam /I saw a poster 4 #humancanvasproject @Starbucks -how did it go last night? Wish I had known earlier. But at have my support. | InDiff | Brand |
| SWEETT #starbucks @starbucks http://t.co/ejIsvzs7 | Pos | Brand |
| Dear @Starbucks: One of your workers pretended not to know what "Large" means. Either you fix this, or I'm petitioning Obama's drone policy. | Neg | Staff |
| No better pick me up then a @Starbucks caramel apple spice on a cold day | InDiff | Product |
| tried the eggnog latte from @Starbucks #sogood δÿ•❶ | Pos | Product |
| Because @Starbucks can do no wrong: http://t.co/YM3RxuM4 #Obama 2012 | Pos | Brand |
| Worst customer service ever @starbucks. How hard is it to give a cup of water to a customer who also ordered drinks? http://t.co/dFit7tG4 | Neg | Staff |
| @Starbucks Follow me | InDiff | Brand |
| You know it's almost Christmas when @Starbucks has the red Christmas cups going. #yay | Pos | Product |
| Waiting for the red cups patiently @Starbucks | InDiff | Product |
| @Greycleric08 Dude, they know nothing of burr grinders. Not my favourite, but try a manager at @Starbucks. They're trained abt them. | Neg | Staff |
| Nice to see ya again @Starbucks holiday cups! http://t.co/YXAg1KYF | Pos | Brand |
| Platform 9 3/4. Another reason I love visiting my local @starbucks :) they know how to have fun. http://t.co/jZWbmn2E | Pos | Staff |
| First peppermint hot chocolate of the year @Starbucks | InDiff | Product |
| One tall Christmas blend away from Gold at @Starbucks. http://t.co/IMtWRWuR | InDiff | Product |
| So glad White Peppermint Mochas are back at @Starbucks δÿ•Šδÿ•Ž, ...makes my day. Now off to Clips rehearsal! | Pos | Product |
| At @Starbucks downtown, sitting in front of a big window. Perfect place to get this paper written. #ilovefrenchpressblackcoffee #blonderoast | Pos | Work |
| At @Starbucks having a nice cold drink as we wait for the clothes to wash | Pos | Personal |
| Wife brought back some Chai tea mix, unfortunately @starbucks still has their 2011 stock for sale... Yuck! | Neg | Product |
| Made it in surprisingly short time! Inordinately proud lol. Warming up in a @Starbucks until I'm on my way. #AmySaysYay #SweetSuccess | InDiff | Brand |

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| @starbucks always sounds good â~• | Pos | Brand |
| Boyfriend bought me this back from his trip to Amsterdam :) that makes 4 @starbucks mugs now :) just wish th http://t.co/uX7ZJDa8 | Pos | Product |
| @bitchcakesny Agreed! I was enraged when they changed the rewards pgm. They aren't a very vegan or gf/df friendly company @Starbucks | Neg | Brand |
| I hate it when people in front of me at @Starbucks don't know how to order their drinks. Hurry it up! | InDiff | Personal |
| @Starbucks winter drinks (caramel brulee latte & peppermint mochas) don't exist here in Spain, making my life a sad tragic existence | Neg | Product |
| Just what I needed green tea lemonade @starbucks Sunday http://t.co/O8hHzvip | Pos | Product |
| Yay! MY favorite @Starbucks holiday beverage is here - Joy! | Pos | Product |
| Cute doggie outside of @Starbucks. http://t.co/qwU7wEsO | InDiff | Personal |
| @emhernly @Starbucks Millions of Midwesterners living in the South would appreciate Christmas-themed cups for cold drinks. | Indiff | Product |
| Going to Starbucks now to cure my headache? #yep @Starbucks @Starbucks_Probs #starbucksprobs | Pos | Brand |
| #whyImissUsa @Starbucks coffe omg!! | Pos | Product |
| Many firsts of the season today. @starbucks #caramelbrulee @ Starbucks http://t.co/F8i7Apgz | InDiff | Product |
| @bitchcakesny @Starbucks I'm in on this! I can't have milk and should pay even more for that? Ummm...no. | Neg | Product |
| @michellemalkin @greggutfeld @ericbollong @starbucks No more business from me for Starbucks' financial support of Owe-bama campaign... | Neg | Brand |
| one hour till @starbucks date with @nadineabboud â~•â~• #YAY | InDiff | Personal |
| First @Starbucks Red Cup of the season! Loving this Peppermint Mocha :) | Pos | Product |
| Break in #ruston at @starbucks #overpricedcoffee #whywasntthisherewheniwenttoschool #wast @ Starbucks Coffee http://t.co/KJM2SI15 | Neg | Brand |
| Yeah I stepped up to the plate @Starbucks @ThatBoyDavis | InDiff | N/A |
| I just wanna be #gold already... @starbucks http://t.co/EDAH7L8 | InDiff | Personal |
| @Starbucks rocks. Anytime of day or night. Its @Starbucks Time :) | Pos | Brand |
| Holiday cups are here!! @starbucks #happyholidays #spelledmynamewrong #joy http://t.co/eJTAmJq7 | Pos | Product |
| It's the most wonderful time of the year... Egg Nog Lattes are back at @Starbucks! | Pos | Product |
| Second time at bucks today. Last paper of the semester/year/MBA is going down today. (at @starbucks) â€” http://t.co/9MS4i715 | InDiff | Work |
| @Starbucks and they didn't except Starbucks rewards. Ugh. | Neg | Brand |
| Rekindle the season @starbucks holidays cup http://t.co/3LsOMDQB | InDiff | Product |
| @starbucks first caramel brulee latte! #christmasinacup â~•â~• http://t.co/oInkls0k | Pos | Product |
| Corgi loves @starbucks because he loves to chew up cardboard cup sleeve | InDiff | Personal |
| @AppStore (apple) @google @amazon @facebook @twitter @Starbucks any chance of UK getting Â£1bn+ tax you collectively decided not to pay here? | InDiff | Brand |
| Have a coffee and charge your phone! New Inductive Charging in @Starbucks in USA. http://t.co/GDeSRP2F CC @starbucksuk @starbucks_es | InDiff | Tech |
| @STARBUCKS http://t.co/UDEnCVoM | InDiff | Brand |
| wishing @Starbucks delivered.. | InDiff | Brand |
| @scottpruett01 im upset they got rid of the free soy option we haven't had the cards in the mail for a while here in pgh @Starbucks | Neg | Product |
| @LifeOfABarbie @Starbucks had one this morning ! :) perfect drink for a sudden morning drive | Pos | Product |
| @starbucks do you think selling rotten apples is acceptable? http://t.co/400zhTJR | Neg | Product |
| @Starbucks First gingerbread latte of the season! Yum! http://t.co/NC0iK1h2 | Pos | Product |
| Gingerbread Latte with mistygirlph <3 (with @mistygirlph at @starbucks) [pic] â€” http://t.co/Uwh5JMMd | InDiff | Product |
| Treat time! @Starbucks @starbucksCanada #redcupchallenge http://t.co/MBOULzOq | Pos | Brand |
| @LifeOfABarbie @starbucks And ToffeeNut :) | Pos | Product |
| At last. @Starbucks http://t.co/v5hquMf | Pos | Brand |
| 'Tis the season for @Starbucks #yum â~•â~• http://t.co/hvDPWs9N | Pos | Brand |
| Happy season of gingerbread lattes from @Starbucks. #LifeOfABarbie | Pos | Product |
| If @Starbucks could deliver, my life could be complete. | InDiff | Brand |
| Enjoying a Sunday afternoon @starbucks in the West Village! The red cups put me in the holiday spirit â~•â~•, http://t.co/Y0ypXEGR | Pos | Product |

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| @DuncanPhillips @Starbucks @coltondixon @newsboys Nice!!! | InDiff | N/A |
| Gratitude in our post-storm attitude - Many knock on them, but without @Starbucks, Kay (@kaym12) and I would â€¦ http://t.co/oJa4tnLa | Pos | Brand |
| What's inside this red @starbucks cup? Gingerbread Latte, yum! http://t.co/CblZQZCx | Pos | Product |
| Treat time! @starbucks @starbucksCanada #redcupchallenge http://t.co/41vuCvHK | Pos | Product |
| @Starbucks Emotional video of how #Sandy affected Staten Island. Help us show that #statenIsland needs more help. http://t.co/FGdmlnX8 | InDiff | Charity |
| Some afternoon reading @Starbucks with the little man! http://t.co/Yjq42nFn | InDiff | Personal |
| Dunkin donuts coffee is actually just dirty water...wishing I had @Starbucks #coffeesnob | Pos | Product |
| @scottpuert01 @Starbucks You are lucky you haven't had your rewards stolen out of your mailbox! Love the new way of rewards loaded on card | Pos | Tech |
| And just like that, Santa has barfed all over every @Starbucks in the city... #MakeltStop | InDiff | N/A |
| .@Starbucks have you considered holiday themed cups for your iced beverages? Seems weird I know but, global warming. | InDiff | Product |
| This afternoon calls for a nutella latte. Unless @Starbucks delivers. | InDiff | Brand |
| Best thing about fall is @Starbucks winter drinks are back. Yumm #peppermintmocha #studytime | Pos | Product |
| @Starbucks #CapuccinoTime | InDiff | Product |
| Had my first Pumpkin Spice latte today from @Starbucks. It was okay. I enjoyed the holiday cup a bit more. | Neg | Product |
| @jrzygrl2273 The @Starbucks at the Rockaway Mall has both. | InDiff | Staff |
| @ChocolateBottle, I just went and got one of my own, filled with the first gingerbread latte of the season. @Starbucks oughta give you a cut | InDiff | Product |
| Worst @Starbucks experience ever. No Christmas Blend (despite sign for it) no Starbucks card accepted and not even a sorry from the staff. | Neg | Brand |
| What up with @Starbucks ? Making It way to difficult for card awards! keep it simple Starbucks. Let's keep the postal workers working.. | Neg | Brand |
| Red Cups are here!!! Yay (with @MartyMcPadden at @starbucks) [pic] â€¦ http://t.co/EKQDepup | Pos | Product |
| Got my peppermint mocha in a red cup at @Starbucks and princess parking twice today! | Pos | Product |
| @DuncanPhillips: http://t.co/9EjT3oZO - @Starbucks @ColtonDixon @Newsboys It's all good yall... #fb /// This is awesome! | InDiff | N/A |
| @Starbucks I earned 30 stars in about 2 months, but that doesn't earn me free drinks? Is it only stars AFTER you're Gold that count? #lame | Neg | Brand |
| So @Starbucks has a size bigger than a Venti, it's called a Trenta it's only for select iced coffees and teas #mindblown #31oz #greentea | Pos | Product |
| When you see a cute boy @Starbucks and worry if your coffee order will intimidate them #gayboyproblems | InDiff | Personal |
| First @Starbucks red cup of the season... with salted caramel cake pop! #swoon http://t.co/BzkWe8Dr | Pos | Product |
| Teatime. @starbucks #starbucks #tea #London #england #memories #yogi http://t.co/xFCw547V | InDiff | Product |
| People @Starbucks need to calm down. Your going to get your coffee. You need to hip check the person in front of you | InDiff | Personal |
| Holiday drinks and cups are back @starbucks! #peppermintmochaftw http://t.co/PBTHIT5k | Pos | Product |
| @Starbucks I want Starbucks in Panama :(| Pos | Staff |
| @Starbucks is honestly the most exciting and fun place to work at! i absolutely adore working there<3 | Pos | Staff |
| UMM all my @starbucks stars are gone except for 1. What?!?!? http://t.co/jk12zPDP | Neg | Brand |
| OMG MY FAVORITE STARBUCKS DRINK IS SEASONAL AND IT'S BACK NOW IM SO EXCITED #CAMELBRULEE @STARBUCKS I LOVE YOU | Pos | Product |
| @DuncanPhillips @Starbucks @ColtonDixon @Newsboys OH MY GOSH! Colton & Duncan - two of my fav celebs. Cannot breathe this is so perfect! :') | InDiff | N/A |
| @Starbucks #iloveu http://t.co/AJEnqS6Q | Pos | Brand |
| Saw @taylorswift13 @starbucks. #REDstarbucks http://t.co/6lVWm9cl | InDiff | Personal |
| @HaileyWatson16 @Starbucks Lucky! That's just what I need! | InDiff | N/A |
| @foodiejournal @starbucks So delicious! Went with skinny peppermint mocha this afternoon. | Pos | Product |
| Got charged for a tall when I ordered a grande #winning @starbucks | Pos | Product |
| @FoodiePleasure @starbucks Salted caramel mocha in my cup this morning. | InDiff | Product |
| @Starbucks homework club with @cmaltman92 & @ellecontrare #sundayfunday | InDiff | Work |
| @ConnieCermak i love not having fast food or @starbucks nearby or traffic lights. Way different than los angeles lol | InDiff | Brand |
| #PeppermintMocha from @Starbucks ðŸ˜ƒâ€¦ | InDiff | Product |
| Gonna enjoy that sandwich, then head to my neighborhood @Starbucks to study... | InDiff | Work |

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| @starbucks your internet speeds are slow sometimes :(| Neg | Tech |
| Trying the eggnog latte @starbucks http://t.co/sLlgMuJc | InDiff | Product |
| Thankful for free @Starbucks with @Kandy_22 and @sarahsandquist :) #GoodCoffee #EvenBetterFriends | Pos | Brand |
| http://t.co/AgAONlma - @Starbucks @ColtonDixon @Newsboys It's all good yall... #fb | InDiff | N/A |
| I'm @starbucks (10641 W Olive Ave, Peoria) http://t.co/65VF7QYg (+10pts) | InDiff | Staff |
| We know we're not the only ones excited about holiday cups at @starbucks! #coffee @ Starbucks http://t.co/2l2cAwaz | Pos | Product |
| Pretty sure Bridgewater Falls could use an actual @Starbucks other than a kiosk target one http://t.co/hQFKiTEH | Neg | Staff |
| @meghan_dukes but @Starbucks in good company is really what it's about! | Pos | Personal |
| Can't wait for my @Starbucks Gingerbread Latte and some shopping tomorrow with @willconnor12 | Pos | Product |
| just creeped on the guy next to me at @starbucks. He's def reading the science of pain and Jamaican governors of the 17th century. #nowords | InDiff | Personal |
| I did not get a holiday cup @Starbucks Highly disappointed. | Neg | Product |
| Really wanting a hot chocolate right now #warmmeup @Starbucks | Pos | Product |
| Peppermint Mocha from @Starbucks #yum | Pos | Product |
| Deadpool had some Peppermint mocha this morning from @Starbucks. http://t.co/hF4xKnAK | InDiff | Product |
| Pink cups are here at Schaalbucks! @reaganschaal @starbucks #starbucks #instagram #coffee http://t.co/v2A7tdj0 | Pos | Product |
| First Eggnog Latte of the season. I'm just getting over halloween @Starbucks I need time to recoup before you toss Christmas at me | Neg | Product |
| @PAPAROACH @JACOBYSHADDIX + @STARBUCKS COFFEE! IM IN HEAVEN?! ^-~ yummi! | Pos | Brand |
| @layersofmeaning @starbucks grande nonfat chai latte. My order seldom changes. | InDiff | Product |
| The Salted Carmel Mochas @Starbucks are really good. | Pos | Product |
| Thankful for @Starbucks in grocery stores b/c @adukes will now go grocery shopping with me! | Pos | Personal |
| I've finally gotten my first #redcup of the season. #bemerry cc: @Starbucks | InDiff | Product |
| @starbucks is hoppin #tistheseason | InDiff | Brand |
| I want #pumpkinspicelatte @starbucks on my mind | Pos | Product |
| New @Starbucks seasonal cups are here!! #socute #Christmisiscoming | Pos | Product |
| Why did this girl just walk into my @starbucks with shorts SO short you can LITERALLY see her booty cheeks?!? It's 40 degrees F out!! | InDiff | Personal |
| Starbucks Christmas cups are out! #homeworkday @Starbucks http://t.co/7hGzPpu3 | Pos | Work |
| I just #donated to the American @RedCross using my @Starbucks app - have you donated yet? #Sandy http://t.co/qo3cAzM2 | InDiff | Charity |
| @Starbucks | InDiff | N/A |
| It's the most wonderful time of the year. @Starbucks red cups are back. Now bring on the holiday flavors-sick of pmpkn http://t.co/HcmkRI6j | Pos | Product |
| Two blondes from the VCU Dance Team just walked in @Starbucks. Thank You God. | InDiff | Personal |
| About to go buy an overpriced delicious drink @starbucks | Pos | Product |
| @Starbucks #yum #Starbucks #coffee #frappuccino http://t.co/BjoA0GmH | Pos | Product |
| Trying to earn enough stars for a @Starbucks #goldcard & I lost them all when Nov hit because of the 1yr mark. I can't afford this! | Neg | Brand |
| @Starbucks Moffin Of chocolate yummi | Pos | Product |
| @Starbucks please make a pineapple mango refresher? ãf., | InDiff | Product |
| @Starbucks in Shadyside with a Peppermint Mocha...does life get better? #nope #dontthinkso | Pos | Product |
| @Starbucks, your coffee needs as much help as the subways NY right now. What's the deal with that! (doing best @Seinfeld impression) | Neg | Brand |
| A Pumpkin Latte sounds amazing right now! Going to @Starbucks after work! | Pos | Product |
| Got my @Starbucks in hand, Forever 21 time! #happylady | Pos | Personal |
| Warming up @starbucks | InDiff | Product |
| @RichGirlAry @ShesNeon @Starbucks I guess so! | InDiff | N/A |
| I voted for Eggnog Latte as my top @Starbucks Christmas Red Cup #VoteEggnog #RedCupsAreComing http://t.co/wPl4DGyD | InDiff | Product |
| the CUTEST old couple is sitting in front of me @starbucks. i want what they have. in like 50 years. but also now would be nice. | InDiff | Personal |

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| @MONEYBALL24 @Starbucks http://t.co/wnoyrsK1 | InDiff | Brand |
| Love seeing @Starbucks call out the impact of social on their engagement & marketing efforts in their Q4 earnings call http://t.co/BYZv8gSj | Pos | Brand |
| @10YrsLaterBlog @starbucks yum! What did you get? | Pos | Brand |
| A @Starbucks needs to go up right across the street from our place so I can walk to it every day. u__u Please. | Pos | Staff |
| Oh how I've missed the @Starbucks peppermint mocha! http://t.co/baiXmxxH | Pos | Product |
| Oh, sweet baby Jesus. Caramel Brulee Lattes are back at @Starbucks. | Pos | Product |
| @SisBoom @Starbucks I hope it is not a scam and you actually won this. | InDiff | N/A |
| on lockdown in @Starbucks until I finish one of these papers, at least. | InDiff | Work |
| When you have dreams of @Starbucks, that's when you have a problem. | Pos | Brand |
| @tokyoacid *HAND RAISED HIGH* Me want a @starbucks Pumpkin spice latte :) | Pos | Product |
| Couldn't be happier to have @starbucks back in my neighborhood #aftersandy #coffee #s @ Newport, Jersey City http://t.co/AVQfs3qL | Pos | Staff |
| the fact @Starbucks had a BOGOF deal on their Christmas drinks made today even better. xD | Pos | Brand |
| First post hurricane @starbucks this is me doing an impression of the cup http://t.co/ALKYS1YZ | InDiff | Product |
| wawa is no @starbucks, but its pretty good. Especially \$2-3 cheaper :) http://t.co/VDtxQkJ | InDiff | Brand |
| Coffee @starbucks #redcupchallenge (@ Starbucks) [pic]: http://t.co/4N5jPCND | InDiff | Product |
| A @Starbucks Red Cup. December issues of Elle & Vogue. A Sunday evening à™¥. | InDiff | Product |
| @Starbucks #RedCupsChallenge quick refreshing break during 8 hour martial arts training seminar! http://t.co/sVtVNb2b | Pos | Product |
| Great chatting w/ @GWARofficial's Matt & Brad this morning @Starbucks. Can't wait for the show tonight! Save room in the meat grinder for me | InDiff | Personal |
| @jamescottbell I was waiting for your @Starbucks partner to say, "And, dude, who is the idiot doing all those pull quotes?" | InDiff | Staff |
| First @Starbucks holiday cup of the year! #happysunday | Pos | Product |
| Hawaii KÅ u coffee brewed on the Clover @Starbucks #delicious #betyouarejealous | Pos | Product |
| Proudly obsessed with @Starbucks http://t.co/WCKHaZ8K | Pos | Brand |
| The line is 21 deep @starbucks -- no signs of a recession here! | Pos | Brand |
| Giving in and getting coffee from the fake @Starbucks at Barnes and Noble bc I want hot coffee that doesn't taste like dirt #roughlife | Neg | Brand |
| 30 min ab workout and a 6 mile one way run to @Starbucks now it's 6 miles back to my store for a smoothie #littlethingsinlife | InDiff | Personal |
| Not sure which line is longer at this @Starbucks... The one to order or that of the restroom. | InDiff | Staff |
| @Starbucks where are the gingerbread lattes? | InDiff | Product |
| I love when @Starbucks comes out with the red cups! Holidays are here! Creme BrÃ»lÃ»e in my belly! #SuperHappyTweet | Pos | Product |
| @RaviSubbie http://t.co/U4rh58G1 Novel idea everyone pays 10% or don't come here@AppStore @starbucks etc | Neg | Brand |
| @Starbucks Please go to VENEZUELA | InDiff | Staff |
| @westjet did u see my tweet? did u get it? how about @starbucks.. did u see your buns? | InDiff | N/A |
| After being all revolutionary, I need a revolutionary gingerbread latte, just like the Pa... (w/ Peter at @starbucks) â€” http://t.co/Y0w41cKf | Pos | Product |
| Needs a #gingerbreadlatte @starbucks NOW!! Xx mmmmm | Pos | Product |
| @agqbosy I just came back from @Starbucks ðŸ˜¸-âˆ•âˆ•âˆ• | InDiff | Brand |
| Hey @Starbucks - you're a bit slow on the uptake. Don't you think it's time you carried some gluten-free food? | Neg | Product |
| yum :p #Starbucks#caramel#frap @starbucks lol http://t.co/nE5fyGXO | Pos | Product |
| @Starbucks Yum!:D http://t.co/PYh64nmE | Pos | Product |
| I really dislike this time of the year at the mall. Particularly this @starbucks location. Packed! | Neg | Staff |
| @starbucks y you so complicated? | Neg | Brand |
| Nothing cures a hangover like a gingerbread latte from @Starbucks :):) | Pos | Product |
| People are practically living at the @Starbucks in Massapequa. This like living in an alternate universe. | InDiff | Staff |
| So refreshing to hear @Juniorboys playing at @Starbucks six years after their best album dropped. Great Sunday afternoon music! | InDiff | Brand |
| why don't any of the @Starbucks near me have a drive-thru? #lazy #daytonproblems | Neg | Brand |

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| Banquet seating at our newly renovated @starbucks on Newbury St. Boston MA http://t.co/zqVMK9jI | InDiff | Staff |
| @Ash_Ree_D @glamerizeeadam @Starbucks haha awesome! | InDiff | N/A |
| I wanted to witness to someone so bad today, a lady just called and is desperate and needing God, meeting with her @Starbucks. Prayers pls. | InDiff | Personal |
| @clever_carrie @glamerizeeadam @starbucks you want me to make it say that? Lmao I'll tweet it later. #ShesGavingSnOrgasmInMyMouth remind me | InDiff | N/A |
| @glamerizeeadam @starbucks δΥ~,δΥ~,δΥ~, no that's later. δΥ~ | InDiff | N/A |
| @Starbucks date with @Clauds87. I love the Christmas cups. δΥ~< http://t.co/epPtse2B | Pos | Product |
| I'm not Warhol, Picasso, I'm Karczmarz an artist, http://t.co/0JMrEiBX and I love a coffee @Starbucks | Pos | Product |
| @Starbucks > essay δΥ~,,â~ #holidaydrinks http://t.co/mihVib3y | InDiff | Product |
| First peppermint mocha of the season! @starbucks #Tooreadyfortheholidays http://t.co/K1v8cJt | Pos | Product |
| Don't get me wrong, i love the red cup, but sometimes I wish there was a thanksgiving themed cup @starbucks http://t.co/PCosRSYr | InDiff | Product |
| @MahSistersQT @Starbucks I have a feeling it was a scam but i want to know for sure..so many folks are complaining on facebook!! | Neg | Brand |
| Thanks @Starbucks for the free coffee today! Made my day. :) | Pos | Product |
| Huge trend is values based #branding. This leads to memorable brands. @lululemon @daniellelaporte @Starbucks @sirdickbranson #mim2012 | Pos | Brand |
| @glamerizeeadam @Ash_Ree_D @Starbucks Bahahahahaa thats awesome! Ash make it say that! | InDiff | N/A |
| @Starbucks coming to see you tomorrow for a cookie crumble cappucino YUM | Pos | Product |
| This latte was made so perfectly I could just chug it. @Starbucks caramel brÄe has got me again | Pos | Product |
| @Ash_Ree_D @starbucks I keep reading shit wrong. I thought it said "orgasm in a month time." δΥ~,δΥ~, god I need a new set of δΥ~'€ δΥ~,δΥ~,δΥ~, | InDiff | N/A |
| @Starbucks has holiday cups again!! #tistheseason δΥŽ...δΥŽ,,δΥŽ@ | Pos | Product |
| @Starbucks needs delivery service #cantmove δΥ~ δΥ~Ž | InDiff | Brand |
| @ssino2009 @Starbucks hahah ohhhh yeah! | InDiff | N/A |
| Relying on a mid afternoon @Starbucks to help me get through this sleepy Sunday. #SaltedCaramel http://t.co/LZZbRpYW | InDiff | Product |
| 3 different baristas have come up to the bar and yet none have made my latte! What's going on @Starbucks b-square??! | Neg | Staff |
| First one of the season! @starbucks http://t.co/ROO4Okio | InDiff | Product |
| @frankcox @Starbucks noooooo.... probably mid-40s! | InDiff | N/A |
| @starzskymoon yeah..hmm regardless and great experience for both. Mid twenties? Seems like a tough go for Sunday at @starbucks #nochance | InDiff | Brand |
| @1DticketsUSA @spyings1D @Starbucks OK EXPLAIN AND ONE AT A TIME PLEASE! PLEASE PLEASE PLEASE ONE PERSON^^ THX! | InDiff | N/A |
| LMAO MY CONFUSION RIGHT NOW | InDiff | N/A |
| @Starbucks Prank @ahmednaguib http://t.co/lZfkxBc4 via MUST MUST MUST MUST MUST MUST MUST MUST MUST MUST MUST watch | InDiff | N/A |
| â€œ@StylishJess Walking into @Starbucks in a full length @SIC_COUTURE dress. People were looking at me like I was from another planet.â€š Love. | InDiff | Personal |
| @BobbyCummerow @Starbucks @KimKardashian LOL thats good to know. Now for some odd reason i also want starbucks... but not kim kardashian | InDiff | Personal |
| You'd think @starbucks would brew decaf in the afternoon. They should. #insane | Neg | Product |
| @LexxM97 @spyings1d @starbucks SHE BETTER BE JOKING BECAUSE SHES WRONG WRONG WRONG | InDiff | N/A |
| Even a very bad day can improve a cup of coffee @Starbucks => http://t.co/bVCSSaIO | Pos | Product |
| @1DticketsUSA @spyings1D @Starbucks BUT ARE YOU JOKING THOUGH COS JUST A HEADS UP SARCASM AINT MY GAME I DONT GET IT LOL | InDiff | N/A |
| Who's ready for @helaneblumfield #parade ? #holiday #macysparade @starbucks #wesleyWhatley #billSchemerhorn http://t.co/TWEQ01ri | InDiff | Brand |
| I'm not ready for the red cups, but I am ready for this! @starbucks http://t.co/vKrpXWYv | InDiff | Product |
| @LexxM97 @spyings1d @starbucks ILL STRAIGHTEN THIS OUT. A GIRL ON THIS ACCOUNT IS NAMED SYDNEY & SHES MEAN AND I HATE HER GUTS | InDiff | N/A |
| I Love You @Starbucks http://t.co/GKANmIVh | Pos | Brand |
| But it's okay, because I still love you bby. @Starbucks | Pos | Brand |
| @starbucks FIRST #REDCUP OF THE YEAR.gotta love a Toffee Nut Latte #ChristmasIsComingLookBusy. http://t.co/2Cwlv6v6 | Pos | Product |
| Loitering outside @starbucks in #FortLee like a rebellious teenager.. #nothingtodo | InDiff | Brand |
| @starbucks #caffè #americano #thirsty @ Starbucks http://t.co/ebZn3LhS | InDiff | Product |
| Very slow today @Starbucks (@ Starbucks) http://t.co/oAUBUJgR | InDiff | Brand |
| @Starbucks sooooo upset today. Where did all my stars go???? Reset me back to zero when i was only 4 away from gold!!!! soooo mad!!! | Neg | Brand |

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| Because @Starbucks never gives me enough chocolate sauce and I always just end up adding my own http://t.co/6uA12frR | Neg | Product |
| @DCAToday do they offer all @Starbucks drinks or just brewed coffees? | InDiff | Product |
| I think #London has not enough @Starbucks.. | InDiff | Staff |
| With a little help from @Starbucks there's no judging now BC coffees for closers #BOOM http://t.co/lzhRW2aj | InDiff | Brand |
| #TopTen #Commercial Songs #3 from @msh http://t.co/gwIFRJd3 @nfl @newfordexplorer @Starbucks | InDiff | Brand |
| Need some @Starbucks and some @daddy_yankee to get me movin.....#limbo!!! | InDiff | Brand |
| @Starbucks Holiday Cups! :) http://t.co/3VUPV23q | Pos | Product |
| I love when my sister brings me @Starbucks homen#thanks | Pos | Personal |
| @DevinKalisik cause @Starbucks and @KimKardashian invented #twitter | InDiff | Brand |
| Walking into @Starbucks in a full length @SIC_COUTURE dress. People were looking at me like I was from another planet. | InDiff | Personal |
| Applying at @Starbucks :) | Pos | Brand |
| @Starbucks I'm about to go get some coffee. I should get a follow for that :)) | InDiff | Product |
| I am sitting next to a first date in @Starbucks. This could get interesting... | InDiff | Personal |
| It's our annual @Starbucks holiday meeting! Can't wait to spend the night with partners from 5 stores!☺☺☺☺☺☺ | Pos | Brand |
| Tis the season! @starbucksCanada @starbucks #redcupchallenge tmlifestyle missing my date! Xo @ Starbucks http://t.co/cZ6DFGIP | Pos | Product |
| WHY IS THE WIFI @STARBUCKS SO SLOW???? #ivid | Neg | Tech |
| @1DticketsUSA @spyings1D @Starbucks CONGRATULATIONS IM OFFICIALLY CONFUSED LOL | InDiff | N/A |
| @Starbucks ...my first cup this week! http://t.co/K934T7vQ | Pos | Product |
| Did I really just hear the barista call out a 200 DEGREE beverage?? @Starbucks | InDiff | Product |
| @LexxM97 @spyings1d @starbucks HOW ARE YOUUU | InDiff | N/A |
| @1DticketsUSA @lexxm97 @spyings1d @starbucks SHE'S LIEING | InDiff | N/A |
| My 3k shout out goes to @Starbucks for keeping me going through the day lol #ã• | Pos | Brand |
| @Starbucks #Holiday cups can only mean one thing.... #PEPPERMINTMOCHA is back!! officially into this #Winter business | Pos | Product |
| I'm so infatuated with this @Starbucks app&#amp; I don't even know why or how it works. | Pos | Tech |
| @Starbucks eggnog latte, oh how I've missed you #redcups http://t.co/qMHESQtr | Pos | Product |
| @Starbucks Happiness is a Starbucks red cup with a skinny peppermint mocha | Pos | Product |
| @Starbucks a starbucks a day keeps my grumpy ass awake | Pos | Product |
| @debililly Wish I saw this before I went out looking for a @starbucks #Dallas | InDiff | Brand |
| Gingerbread latte, come to mama â•☺@Starbucks | Pos | Product |
| I want @Starbucks | Pos | Brand |
| 3rd October - just what the people of Chelsea want as a free gift from @starbucks http://t.co/r1VA2BTs | InDiff | Brand |
| Great to have lots of coffee places at #AHA2012 meeting site, esp for Aussies. It's 4am in Sydney! @jodieingles27 @American_Heart @starbucks | Pos | Brand |
| @Penguin_Love189 @tomdaniel @Starbucks good call | InDiff | N/A |
| i wish @Starbucks delivered. | InDiff | Brand |
| @tomdaniel this is probably blasphemy but could we get a coffee somewhere other than @Starbucks ? Cheers pal :-D | Neg | Brand |
| @starbucks thank you for Peppermint Mochas and Gingerbread Lattes. | Pos | Product |
| It's a good day for football! Got my @Starbucks on the way to the CLink to watch some @Seahawks #12thman | InDiff | Product |
| Peppermint Mocha Frapps are back!! Thank you @Starbucks !! Dang I love these things!! | Pos | Product |
| @starbucks with dancinanci3! @ Starbucks http://t.co/gHeioZ0Y | InDiff | Personal |
| @kariwetzal @Starbucks Right on the opposite side of Capital Square. Right in front of where POTUS is speaking tomorrow. | InDiff | N/A |
| @rachinsamek no way @starbucks is the only constant in my life :) | Pos | Brand |
| @1DticketsUSA @spyings1D @Starbucks HI MARIE | InDiff | N/A |
| this @Starbucks has some shit music playing #GetITogether | Neg | Staff |

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| @Starbucks Why are you so expensive how am i suppose to afford white chocolate mocha everyday for the rest if my life!!!!? | Neg | Brand |
| @1DticketsUSA @spyingsID @Starbucks OH IM LEX BTW | InDiff | N/A |
| Oh peppermint mocha. Why you taste so, so good? #redcup @Starbucks #sundays http://t.co/mZ0XaHlp | Pos | Product |
| @LexxM97 @spyingsID @starbucks TAYLOR WHERE'D YUH GO | InDiff | N/A |
| Way too excited for a PSL from @starbucks this morning. | Pos | Product |
| First gingerbread latte of the season. I'm a happy girl @Starbucks #christmasiscoming | Pos | Product |
| I love the holidays @Starbucks #TheBest #obsessed http://t.co/1FCYqUNX | Pos | Brand |
| @Steph_Ewart Red @Starbucks cups in the morning, red Solo cups in the evening | InDiff | Product |
| @Starbucks in #france ... I should not have, but I did. http://t.co/H2RidXN3 | InDiff | Staff |
| Word on the street #romney plans on banning coffee, longest wait ever @starbucks http://t.co/5QakwZZd | InDiff | Brand |
| @1DticketsUSA @spyingsID @Starbucks LOL STARBUCKS IS VIRTUALLY STABBING THEMSELVES BUT ITS OK COS WE LOVE THEM. AND THE SECRETLY LOVE US TOO | Pos | Brand |
| @LexxM97 @spyingsID @starbucks THEYRE PROB KILLING THEMSELVES CUZ OUT MENTIONS LOL LUFF YOU STARBUCKSSYY | Pos | Brand |
| @starbucks #Starbucks #RedCup #Venti #Vanilla #PeppermintMocha #November #Holiday2012 @ Starbucks http://t.co/cpYj7RUN | InDiff | Product |
| @LexxM97 @spyingsID @starbucks #CAPSCLUB LEGGO | InDiff | N/A |
| @1DticketsUSA @spyingsID @Starbucks EL OH EL REALLY FEELING THE KOVE RIGHT NOW I WONDER IF STARBUCKS LOVES US HEY STARBUCKS.... | InDiff | Brand |
| @Starbucks this holiday cheer is way too premature. http://t.co/MT7IAsFW | Neg | Brand |
| I am usually anti Christmas until after Thanksgiving, but thrilled to see Peppermint Mocha back on the @Starbucks menu!#isthelittlethings | Pos | Product |
| @spyingsID @lexxm97 @starbucks LOL LUFFF YOU EX OH EX | InDiff | N/A |
| @Starbucks the holiday cups need to have some glitter one of these years..also a sugar free white chocolate mocha syrup would be nice too.) | InDiff | Product |
| First stop in manhattan after being trapped in bk for over a week: @Starbucks #redcups! @ Starbucks http://t.co/QK3hGkap | Pos | Product |
| @starbucks is a coffee revolution. #obsessed http://t.co/26y7XIPN | Pos | Brand |
| They haven't changed the clocks on top of the @Starbucks building yet. #fallback | InDiff | Brand |
| @aurora7 @Starbucks You reallythink a few sandwiches make any difference? Maybe they shd pay taxes so housing is funded in the first place? | Neg | Brand |
| Love hearing and seeing @garyclarkjr in @starbucks, great job @wbr! | InDiff | Brand |
| @spyingsID @1DticketsUSA @Starbucks THANK YOU YAY AND LOOK I JOINED THE CAPS LOCKS CLUB #OK | InDiff | N/A |
| Briggs enjoying his @Starbucks holiday puppychino ðŸ™¸'s #redcup #starbucks #puppy http://t.co/9CGliDaQ | Pos | Product |
| @LexxM97 @1DticketsUSA @Starbucks HAHAAH ILY2 | InDiff | N/A |
| @1DticketsUSA @spyingsID @Starbucks u had a 37+ minute conversation entirely about coffee. & it was on caps locks. The whole time.I now luv u | InDiff | Personal |
| Christmas time @starbucks http://t.co/G6KJedif | InDiff | Brand |
| @starbucks #caramelfrappuccino turned out amazingggggg with @lauradura3 http://t.co/9AQF5RhW | Pos | Product |
| My favourite time of the year. Both at @Starbucks, and outside Starbucks. http://t.co/4yIrohLh | Pos | Brand |
| Flavored coffees. But I still like @starbucks way more! #coffee #soy #marylou's #pink #toa @ Marylou's Coffee http://t.co/rIFw6PGa | Pos | Product |
| I âœŸ @Starbucks peppermint mocha latte season. | InDiff | Product |
| Happiness in a cup...@Starbucks breve latte with cinnamon and nutmeg. Yummy! | Pos | Product |
| Cold weather, travel essentials. @starbucks #venti #leggingjeans #scarves #yesmultible http://t.co/qCuW0fOs | InDiff | Product |
| @spyingsID @starbucks OKAY SOUNDS GOOD. & IF YOUR WITH THE BOYS, YOU BEST INVITE ME | InDiff | N/A |
| Holiday cups and drinks are back! @starbucks :) | Pos | Product |
| @DCAToday @Starbucks One of my favorite places to eat in DCA! | Pos | Staff |
| @1DticketsUSA @Starbucks LARGE ICED COFFEE. U CAN SHIP IT TO THE BOYS PO BOX CUZ I'M W THEM ANYWAY | InDiff | Product |
| @debililly @Starbucks Oh no...you need that venti iced green tea! ;) | Pos | Product |
| I've only been in @starbucks 20 mins, why is the music repeating already? | Neg | Staff |
| I forget are the #RedCup the ones they pay tax on? âœ€@johnnyminkley: The first #RedCup of season is the best @Starbucks http://t.co/CYnyzjWXâœ€ | InDiff | Product |
| @spyingsID @starbucks WUCHA WANT BRO | InDiff | N/A |

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| What a gorgeous day! Had breakfast with my Dad, @starbucks while taking some sun in a cemetery, and now have the rest of the day to relax. | InDiff | Personal |
| @starbucks holiday cups are here! (@ Starbucks w/ 3 others) [pic]: http://t.co/kb9cMeeu | Pos | Product |
| @Starbucks My cup overfloweth! http://t.co/Huib2chv | Pos | Product |
| Did you know Fiddler, Fifer & Practical Caf  offers sandwiches, soups & salad in addition to @Starbucks coffee? http://t.co/1u39ab45 | InDiff | Product |
| @Starbucks salted caramel hot chocolate.   http://t.co/SEBSHhmS | InDiff | Product |
| Where's my gingerbread latte? Rumor has it they don't do red cups at Dutch @Starbucks #pleasebewrong | Neg | Staff |
| Speaking of which, @Starbucks is doing their BOGO sale today in honor of the return of #redcups. So, in other words, go. #holidayseason | InDiff | Product |
| First eggnog latte of the season @starbucks #favorite | Pos | Product |
| @1DticketsUSA @Starbucks YEAH YEAH OMG BUY ME SUMTHIN @STARBUCKSSSSSSSSSSSS | InDiff | N/A |
| TY @Starbucks 4 the email lettin me know I had \$2.80 left on my card. I had no idea, so i added \$10 & ur addin \$5 so guess where I'm goin?:(| Pos | Brand |
| Tis the season....I love these red cups!!! @Starbucks http://t.co/g4pplCAg | Pos | Product |
| I think @starbucks need to stop throwing away their food at the end of the day and give it to the local homeless. What a waste! | Neg | Brand |
| .@Starbucks was out of skim milk this morning. Had my caramel latte with 2% milk for the first time in years. #SoGood #Wow | Pos | Product |
| @spyingID @starbucks :O HEYHEY REUNITED AND IT FEELS SO GOOD | InDiff | N/A |
| Finally tried @Starbucks Pumpkin Spice Latte and do not know what all the fuss is about. #fail | Neg | Product |
| @starbucks mermaid at Bellevue square mall #redcups @ Starbucks http://t.co/ToVnMihe | InDiff | Staff |
| @1DticketsUSA @Starbucks OMG MARIE ITS UR BESTFRIEND TAYLOR LONG TIME NO SEE BABAY | InDiff | N/A |
| Staff member at Greenbelt Md. @starbucks was reading while I waited for service. When I asked for help, she stormed off! Wha?!? #fail | Neg | Staff |
| @1DticketsUSA @starbucks GET THEM ALL. -S | InDiff | N/A |
| @spyingID @starbucks OKAY I WILL AND IM MARIE WHO ARE YOU | InDiff | N/A |
| LA is supposed to be 88 degrees today and @Starbucks is serving coffee in Christmas themed cups...this seems backwards | InDiff | Brand |
| @1DticketsUSA @Starbucks IDK ITS GOOD BUT JUST TRY THE FRENCH VANILLA FRAPPUCINO ITS YUM WHO R U BTW | Pos | Product |
| @ShesNeon @JessieKalin @Starbucks Some people need their fix in the morning! lol | InDiff | Brand |
| @spyingID @starbucks AAHHH TOO MANY OPTIONS WHICH DO IGET NOW :O | InDiff | N/A |
| @1DticketsUSA @starbucks MAY I SAY THE CARAMEL FRAPPE IS DELICIOUS. -S | Pos | Product |
| Williams family going to the 1:00 service today... Quick stop @starbucks for peppermint mocha fraps and salted camera mochas. | InDiff | Product |
| @CassidyQuinn HeyC. So if @Starbucks can break out the #Christmas cups I guess It's ok for me 2 break out http://t.co/SEeigO8X | InDiff | Brand |
| Wine bar at @Starbucks?! http://t.co/T3df2b8W | InDiff | Brand |
| @spyingID @starbucks THAT SOUNDS WEIRD COOKIE IN A DRINK EW | InDiff | N/A |
| I know the @starbucks menu by heart. Legit. | InDiff | Brand |
| @starbucks refreshers come in cans down here! jealous!! | Pos | Product |
| @1DticketsUSA @Starbucks OR TRY THE MOCHA COOKIE CRUMBLE IT YUMMY | Pos | Product |
| @Starbucks <3 | InDiff | Brand |
| @starbucks the response "we have been out of that for a while" is unacceptable | Neg | Brand |
| @meghanranito Sounds like the best way to start off the day! Have you tried the pumpkin spice latte yet @Starbucks Meghan? @alphaomicronpi | Pos | Product |
| @spyingID @starbucks OK ILL TELL YOU IF I LIKE IT WHEN I GET IT. IT BEST BE GOOD OR THERE WILL BE CONSEQUENCES OKK & IKNOWIKNOW | InDiff | N/A |
| We're already excited about the holidays! (Must be those @Starbucks cups!) Check out our top 10 gifts under \$500: http://t.co/EO1PJ9iT | Pos | Product |
| @starbucks please ensure your ordering associates know to keep product in stock. No apple juice for hot apple drinks. It is fall. Even in fl | Neg | Brand |
| @Starbucks 3daliya' | InDiff | Brand |
| #gingrbrbreadlattes are back at @starbucks, the holidays have now truly begun. #thewaitisover | Pos | Product |
| what comes in a latte? - things you never want to hear your @Starbucks barista say | Neg | Staff |
| @starbucks Christmas drinks ways make me wanna start listening to Christmas music!! | Pos | Product |
| I could literally live in @starbucks, I love the atmosphere<333 | Pos | Brand |

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| @1DticketsUSA @Starbucks WELL I LIKE IT A LOT AND JAHAAAAHAHAHA THAT'S MY PICH. HAAAAHAHAHA LIKE OUR ICON | InDiff | N/A |
| I've been craving starbucks and a cakepop for like ever now omg get in meh @starbucks | Pos | Product |
| @Starbucks PLEASE FOLLOW ME? I LOVVVVVEE YOU | Pos | Brand |
| @1DticketsUSA @starbucks YES IT'S A LATTE OBVIOUSLY THERE'S COFFEE IN IT BRO | InDiff | Product |
| @spying1D @starbucks THIS FRENCH VANILLA BETTER BE GOOD BRO http://t.co/9KYSPZeI | InDiff | Product |
| Making some new sculptures. Smells like success. It's coming along well for the beginning stages right? @Starbucks ? :) http://t.co/1G6rGY2f | InDiff | Brand |
| Goldmember status #solegit @Starbucks http://t.co/BpTBycio | Pos | Brand |
| Need to try the peppermint mocha at @Starbucks . #holidaydrinks #coffee love #moveoverpumpkin | Pos | Product |
| @Starbucks Christmas drinks are out!!!! #officiallywinter #ilovechristmas | Pos | Product |
| Gingerbread latteeeee!!!!!! So happy!!!! @Starbucks | Pos | Product |
| This poor kid in @Starbucks looks like he just got scorned by his mother. At least she still bought him a hot chocolate! | InDiff | Personal |
| Coffee and conversation at @starbucks http://t.co/FvIqK4aW | InDiff | Personal |
| My kind of Sunday. @Starbucks Christmas cups, sunshine and waves. #cheers http://t.co/TxD6wOsr | Pos | Product |
| With Sarah at @starbucks [pic] â€” http://t.co/b8VzS4Sh | InDiff | Personal |
| @Starbucks worst service ever. 4 brand new people working alone on Sun morning. Not their fault, managements fault. #SanMateo | Neg | Staff |
| There aren't enough @Starbucks on this drive. | InDiff | Brand |
| @spying1D @starbucks OK I THINK IM GONNA TRY THE VINILLA | InDiff | Product |
| Awe. At @Starbucks listening to boomers talk about @Pinterest and how amazing it is. One is a Pinterest "addict." They're so cute. | InDiff | Personal |
| i want Starbucks D; @starbucks | Pos | Brand |
| @1DticketsUSA @starbucks you should get a light Java Chip Frappuccino! Yummy! | Pos | Product |
| @1DticketsUSA @Starbucks YEAH THERE IS AND YEAH ITS COLD. BUT THERE'S ALSO THE MOCHA COOKIE CRUMBLE THAT HAS COFFEE AND IS AMAZING | Pos | Product |
| Yay! I LOVE that @starbucks has Verona #kcups now!!! http://t.co/MDZ4N6GN | Pos | Product |
| @Starbucks is eggnog latte back? | InDiff | Product |
| @Starbucks #letthejoybegin and follow me. ;D Cause I'm the one always buying caramel fraps. | InDiff | Brand |
| really wasn't planning on leaving my apartment today, but I'm craving @Starbucks and my car tires need to be rotated... | Pos | Personal |
| @Starbucks Harry Styles follows you & one day I'll be Mrs. Styles so you should follow me. ;) | InDiff | Brand |
| First #eggnog latte of the season! @Starbucks plus a #cranberryblissbar pre movie! #holidaytreats | Pos | Product |
| Wolf Willow @starbucks - far and away the worst one in #yeg. | Neg | Staff |
| Meeting at Wicker Park: http://t.co/pKexGodT - RT @facetsmag En route to Wicker Park! Meeting our model and makeup artist at @Starbucks. ... | InDiff | Work |
| @1DticketsUSA @Starbucks I got the email saying it was back and I went straight to Starbucks the next morning. Favorite seasonal drink! | Pos | Product |
| @Starbucks Do you like making people happy? Well you should follow me back because I'll be really really happy! | InDiff | Brand |
| Working at The Lion King matinÃ© then Red Cup coffee bliss at @Starbucks | Pos | Product |
| Out of berry juice @starbucks | Neg | Product |
| Cute baristas @Starbucks | Pos | Staff |
| @Starbucks hey I'm at you right now hehehe | InDiff | Brand |
| It's that time of the year! @starbucks #happytweet http://t.co/1De8bsm8 | Pos | Brand |
| @iszaynshelovely @starbucks right!?! So glad it's back | Pos | Product |
| My baby brought me @Starbucks | InDiff | Personal |
| I love coffee. Thank you @Starbucks for always being there ;) | Pos | Brand |
| @laura_blaser @Starbucks haha...thats classic. I told u to visit. #itdbefun | InDiff | N/A |
| @1DticketsUSA @Starbucks caramel brulee latte its heaven in a latte omg | Pos | Product |
| hashtag I love @Starbucks and they should follow me | Pos | Brand |
| Oakville loves their @Starbucks...totally packed on a Sunday. | Pos | Staff |

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| There is a woman dancing to her blaring car radio in @starbucks parking lot. #asheville | InDiff | Personal |
| @darrylebrown the guy sitting next to me in @Starbucks sounds just like you, I got excited for a minute and then realized you're in Boston | InDiff | Personal |
| @1DticketsUSA @starbucks CARAMEL BRÄ»LÄ%E LATTE OMG IT'S PERFECTION | Pos | Product |
| Mmmmm. Enjoyed a peppermint latte from @starbucks today. Thanks for the idea @AmandaKathLogan | Pos | Product |
| @1DticketsUSA @Starbucks iced caramel macchiato (I think I spelt that wrong) its Perfect, i always get it | Pos | Product |
| @1DticketsUSA @Starbucks FRENCH VANILLA FRAPP | InDiff | Product |
| When will @Starbucks start delivering? | InDiff | Brand |
| @1DticketsUSA @Starbucks Pumpkin Spice Lattee! Iced!! | Pos | Product |
| The red cups are back. It's that time of the year again :") @Starbucks | Pos | Product |
| This makes me happy :) #christmas http://t.co/XI7rGBdb via @Starbucks | Pos | Product |
| Off to get @Starbucks any suggestions on what i should get? Something with coffee in it! (: | InDiff | Personal |
| Just used my @Starbucks reward card for the first time! #Gold card here I come! | Pos | Brand |
| Maybe a @Starbucks christmas drink will make working a little more bearable #hopefully #lovechristmas | Pos | Product |
| Um... @Starbucks has an AdventCalendar. *swoon* | InDiff | Tech |
| My first @Starbucks eggnog latte of the season. :) Christmas is coming http://t.co/iioV1M0 | Pos | Product |
| @Eastwood_ Clint Eastwood spotting @Starbucks .not sure why he's reading rather than chatting to that empty chair http://t.co/6C8GI6RY | InDiff | Personal |
| @starbucks with @SeanDonagee #hipcoffee #mainstreampic #stillhip http://t.co/IJnflMIP | InDiff | Personal |
| If I am running a fever and throwing up why would @Starbucks tell me I'm in trouble for calling in? Sure the customers would love my germs! | Neg | Brand |
| Oh how I miss you @Starbucks. It's been over two weeks since I last enjoyed you. I may have to take a walk but I'm too lazy. | Pos | Brand |
| @starbucks in the pocket area of Sacramento is agonizing slow. We are stacked a dozen back | Neg | Staff |
| Even Ty likes the holiday cups @starbucks http://t.co/T1paQWKk | Pos | Product |
| Fucker @Starbucks just told me when i c u here again i wont make ur drink @Ackmed997 cuz fucker fuck jt up every time | Neg | Staff |
| @kentindell if no decent independents I'm going to use Costa in preference as @Starbucks is removing free soya and extras with store card. | Neg | Brand |
| Applelatte @Starbucks @StarbucksJobs @StarbucksTR http://t.co/RTh7nxwN | InDiff | Product |
| @Starbucks Gingerbread latteâ€¦ my taste buds are throwing a holiday party right now #teamMcRib | Pos | Product |
| @Starbucks I crave your delicious caramel brÄ»lÄ©e frappuccino! It's defiantly my new favorite öŸ`söŸ`s | Pos | Product |
| Lovely catch up @Starbucks with @Sarahsharman | InDiff | Personal |
| Blonde misto @Starbucks while working on a translation for tm morning #student #coffee | InDiff | Work |
| @Starbucks @StarbucksUK in #London http://t.co/cB0AJBaR | InDiff | Staff |
| The best part about winter... Peppermint brownie cake pops @Starbucks | Pos | Product |
| Now thats a nice 'tall' 'blonde' from @Starbucks Good meeting u...good luck w/ur season Just met @ErinAndrews at Starbucks in BeverlyHills! | InDiff | Personal |
| @starbucks Give me coffee! :P plllleeeasseeeee | Pos | Product |
| Yay for peppermint mocha being out @Starbucks! öŸ`öŸ`öŸ` | Pos | Product |
| It's ridiculous how happy this makes me! #gingerbread #latte @starbucks @ Starbucks http://t.co/8BnPyXv8 | Pos | Product |
| Good Morning world yup I'm already in the #ChristmasSpirit #Christmas @starbucks thingsiloveboutwinter iöŸ`iöŸ`öŸ`...i` http://t.co/Aen5TWoc | Pos | Product |
| En route to Wicker Park! Meeting our model and makeup artist at @Starbucks. #chicago #photoshoot #behindthescenes | InDiff | Work |
| Barista at @Starbucks just tried to tell me a mocha was the same thing as a latte... Then had to argue to get a remake #seriously | Neg | Staff |
| @nicklaparra @starbucks or @peets ? | InDiff | N/A |
| White Peppermint Mocha &It,3 @starbucks http://t.co/guEtIJ5h | InDiff | Product |
| The people at @Starbucks probably think i bleed coffee- i drink it so much | InDiff | Brand |
| If @starbucks says its the holiday season already I guess it is... #tooeearly http://t.co/20iEu2N1 | Neg | Brand |
| My sister is right,this @starbucks white chocolate peppermint mocha is sooooo goood! | Pos | Product |
| What the hell kind of state is this?? No @Starbucks City mugs for OK? #unhappycollector | Neg | Brand |

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| @SisBoom @starbucks Is this true? Did you win this? Please tell | InDiff | N/A |
| It's out and it G O O D! @Starbucks @KevinMasch http://t.co/zKrt2JxE | Pos | Product |
| @douglasmcLellan @Starbucks we were there before 5 - if you're in the queue you should get served! | InDiff | Brand |
| @Starbucks with the rest of the world, apparently..... | InDiff | Brand |
| I'm pretty sure @Starbucks is owned by Jesus. #Jesusisonearthjusttomakecoffee δΥ™CEδΥ™•δΥ'δΥ~•â~ | Pos | Brand |
| #ThingsIGetALot: #coffee. @Starbucks round two this morning! | Pos | Product |
| Can't wait to get my first gingerbread latte of the season in @Starbucks cute little holiday cups for my ride home later! | Pos | Product |
| Had a nice breakfast date! Now @starbucks to begin my drive home! #chailover | Pos | Product |
| @Starbucks Caramel BrÃ»lÃ©e lattes are back. Simple bliss. | Pos | Product |
| Thankful Day 4 @Starbucks http://t.co/vEO12yZ0 | Pos | Brand |
| This morning I did a coffee tasting of @Starbucks Thanksgiving Blend and Colombia Supremo #starbucksreserve | InDiff | Product |
| just got a carmel coffie from @Starbucks SO GOOD | Pos | Product |
| Gah! Almost got through the whole process on @starbucks on Explorer, but back to server error at last step. FIX YOUR SITE. | Neg | Tech |
| @Starbucks why do I no longer receive free soy milk with my gold card? Did your Starbucks rewards program change? | Neg | Brand |
| Thankful for my dad. Surprised me with a salted caramel #latte from @Starbucks on this long work day. #dadoftheyear | InDiff | Product |
| Sitting in @starbucks in Salt Lake City listening to 2 women plan Thanksgiving menus down to calorie count & 1 guy reading Atlas Shrugged | InDiff | Staff |
| Having a fabulous day at work- come to @starbucks on starlite for your favorite seasonal drink today! #yum | Pos | Product |
| @jjlalumiere lol, I know, love this! Had my first chicken milk latte at @Starbucks last n #redcupchallenge | InDiff | Product |
| Love seeing these holiday cups! â¸ @Starbucks http://t.co/SfWN8YCb | Pos | Product |
| @chrisjenkinson You must of cut that very fine or were they just slower than the average five minutes. @starbucks | InDiff | N/A |
| I'm @Starbucks Atlantic City, New Jersey. (N.Michigan ave) | InDiff | Staff |
| Was in the queue for @Starbucks two for one offer before 5, rejected by (smiling) staff - not being able to serve us efficiently! No apology | Neg | Staff |
| #ThingsIGetALot @starbucks frappuccinos | InDiff | Product |
| I'm @starbucks (150 S 1st St # 135, San Jose) http://t.co/IIERnUxj (+10pts) | InDiff | Staff |
| Just went to @starbucks ! I needed one of these.... http://t.co/p2VhIkeD | Pos | Product |
| I love me a peppermint white chocolate mocha latte from starFUCKS. @Starbucks | Pos | Product |
| It's like my cup knows how good this drink is - it's worshipping it. Deliciousness @Starbucks http://t.co/RiHjfbJx | Pos | Product |
| Off 2 get a triple shot of something venti @starbucks b4 @GatorSoccer n @Auburn face off for SEC Championship. @ESPNU 3:30 ET #solucky | InDiff | Product |
| I would be hard pressed to find something more delicious than a soy chai latte from @Starbucks - seriously, the best. #yum | Pos | Product |
| Obligatory @starbucks #Christmas cup shot. Gotta love that winking snowman. http://t.co/P5RzrWDh | Pos | Product |
| Craving some pumpkin spice latte... @starbucks #pumpkinspiceeverything | Pos | Product |
| @MordMaman @samkru @Starbucks ha ha. | InDiff | N/A |
| Yay!!!! @Starbucks red cup time :) #happygirl http://t.co/Dj8CfMU0 | Pos | Product |
| @starbucks | InDiff | Brand |
| @Starbucks I'm sooo obsessed with your Peppermint Mocha! I'm craving for another one! | Pos | Product |
| Taking full advantage of the extra hour, @starbucks and errand running on this beautiful Sunday. Oh hey, @thecourtneykerr! | InDiff | Personal |
| @craigpilgrim no, I did the whipping up of breakfast. Steve went swimming. I can feel the @Starbucks disappointment | Neg | Brand |
| Just made myself a nice mocha. It was good but it doesn't beat Starbucks' Mocha's. @Starbucks @StarbucksUK | Pos | Product |
| Sometimes I wish I was a @Starbucks Barista. Then I realize I don't play we'll with others... #ifeofaprincess #whoops #ImOverIt | InDiff | Staff |
| @KHamiltonHill Yum! Did Stevo whip it up & have it ready for when you got home? I had toast â¸ no @Starbucks on the way home #forgotmywallet | InDiff | Personal |
| @francinially @starbucks I tried it today! :) Was majorly YUMTASTIC! | Pos | Product |
| Loving the @starbucks Christmas drinks. I'm already getting in the spirit! http://t.co/znGLSUEg | Pos | Product |
| must get myself a @Starbucks red christmas cup stat | InDiff | Product |

| | | |
|--|--------|----------|
| @Starbucks 18 mins for an iced coffee! Clearly u guys need my staff for Sunday mornings.. #farwest&hartlane | Neg | Staff |
| @SeaGalAlexa @starbucks Hawks must win today to keep a wildcard playoff hope alive. Not much chance to win the conf. SF just too strong. | InDiff | N/A |
| @starbucks happy day gingerbread is back!! | Pos | Product |
| Think they used the same tongs they used on a cinnamon something as my bacon sandwich @Starbucks The cinnamon remnants were a yummy addition | Pos | Product |
| Work is stupid busy today! @Starbucks | Neg | Work |
| I cannot get @Starbucks site to work on Chrome or Firefox. Can't get ecard. #firstworldproblems | Neg | Tech |
| Having a great few coffees @Starbucks , tailor made with every alteration and i don't have to deal with incompetent baristas! #fussy | Pos | Product |
| A free drink runner discount and the freebie on my @StarbucksCard makes for a great Sunday start. Thx @Starbucks! | Pos | Brand |
| Been Christmas shopping.. Had a @Starbucks eggnog and mince pie.. Now watching Polar Express. God I LOVE Christmas!! #HappyHappyHappy ðŸŽ... | InDiff | Product |
| Why does the @Starbucks store have really pretty things and I can't order them!!! Damn living in the UK | Neg | Brand |
| Now you no its nearly Christmas @Starbucks #redcup http://t.co/XzC6gA0 | InDiff | Product |
| @Starbucks Holiday Cups are out. Made me smile a much needed smile! http://t.co/xsXn29xB | Pos | Product |
| Not sure umm which one @starbucks http://t.co/1EYiFrYP | InDiff | Brand |
| @Starbucks Need corporate sponsor Bullying Awareness week re Wristbands for kids #BAW12 http://t.co/Wx8j60VG | InDiff | Charity |
| Mmm creme brÃ©e latte (at @Starbucks) â€” http://t.co/ZDOA7Y8e | Pos | Product |
| I wish I had me some @starbucks | Pos | Brand |
| Thank you @Starbucks for bringing back your Christmas drinks just in time for my free bday beverage! | Pos | Product |
| Found a lil java oasis at #wraleigh http://t.co/pO1yAJD @Starbucks | InDiff | Brand |
| Productive Sunday complete with @Starbucks (@ Collaborative Media Room) http://t.co/4c52s8VV | Pos | Product |
| I'm at @Starbucks ðŸ˜ˆðŸ˜ˆðŸ˜ˆ | InDiff | Personal |
| @Starbucks tastes good on a cold morning! http://t.co/z7iPgKik | Pos | Brand |
| you know what i need that sandwich with bacon and cheese from @starbucks that is what i need | Pos | Product |
| Play hard, work harder. Can't believe I woke up 'so early' this morning. (at @starbucks) â€” http://t.co/uWkNnYiN | InDiff | Brand |
| @Starbucks What all qualifies in "brewed and iced coffee and tea refills"? Is that just saying all the drinks or...? | InDiff | Product |
| @Starbucks Starting this morning with the usual #passiontealemonade before work. Delicious as always!! http://t.co/qqtWdDn | Pos | Product |
| Just spent 5 hours in @Starbucks catching up with the girls â€” #amaze | InDiff | Personal |
| Nothing is better on a Sunday morning than @Starbucks and @AEO. #Truth#Fact | Pos | Brand |
| I love @Starbucks at this time of year ðŸ˜ˆ | Pos | Brand |
| @karabic @jackiestoy4 @Starbucks @yumyumzeppolis I'm at church | InDiff | N/A |
| I could go for a salted caramel mocha frap.. Anyone want to bring me one? @Starbucks | InDiff | Product |
| @lucy993 @Starbucks So ming | InDiff | N/A |
| Sowing an reaping just worked @Starbucks! Bought the 2 army ladies whatever they wanted & Starbucks then hooked me up! #supportourtroops | Pos | Charity |
| Let's go visit @jackiestoy4 at @Starbucks :) @DeAngela1108 @yumyumzeppolis | InDiff | Personal |
| I love how my @starbucks card has that SHINE to it ;P #VIPtreatment | Pos | Brand |
| How I luv my @starbucks rewards!! #freefoodisagoodthing http://t.co/307Ulb7Y | Pos | Brand |
| Scored a free Toffee Nut Latte today!! Thank you @Starbucks | Pos | Product |
| I'm quite disappointed in @Starbucks, putting out their Christmas drinks before Remembrance Day... #RespectRemembranceDay #lestweforget | Neg | Brand |
| Wish @Starbucks had a few vegan choices for treats. Make it so Starbucks. | Neg | Brand |
| I still have no power, that's why I'm at @Starbucks charging my shit. | InDiff | Personal |
| My first #redcup of the season! Thanks @starbucks http://t.co/O1yk6DIC | Pos | Product |
| @Masonglazier @Starbucks TOTALLY!!! :) #FamilyRocks :) | InDiff | N/A |
| @Starbucks you should have a delivery service to aid my skinny peppermint mocha cravings. Just a thought. | InDiff | Product |
| @starbucks | InDiff | Brand |

| | | |
|--|--------|----------|
| @starbucks my dear here i come! #love #coffee #friends #fun | Pos | Brand |
| With @agramonte at @starbucks â€” http://t.co/c3UovMEf | InDiff | Personal |
| I'm not sure what @Starbucks deal is with playing bob marley. He's great but it's weird listening to reggae drinking out of a holiday cup | Neg | Brand |
| @Kellen_Hanley27 @starbucks That's because your my sister and great minds think alike ðŸ˜Š | InDiff | N/A |
| I voted for Gingerbread Latte as my top @Starbucks Christmas Red Cup #VoteGingerbread #RedCupsAreComing http://t.co/3reu0r94 | InDiff | Product |
| Snookie is now apparently a @Starbucks server at the #Phoenix airport #skyharbor #jerseyshorecoffee | InDiff | Staff |
| Buy me @Starbucks and you have found the entrance to my heart. | Pos | Brand |
| Is it really christmas cup time at @Starbucks?!?? #besttimeoftheyear ðŸ˜ŠðŸ˜ŠðŸ˜Š | Pos | Product |
| @Masonglazier @Starbucks THAT IS LITERALLY WHAT I GET EVERY TIME!!!!!!!!!!!!!!!!!!!!!! :) | InDiff | N/A |
| There are fewer things I find more disappointing right now than picking up my @Starbucks cup and finding it empty. | InDiff | Product |
| YES!!! @starbucks is back! I am happy. #starbucks #coffee #sandy @ Starbucks http://t.co/gK4otLFF | Pos | Brand |
| @OPI_PRODUCTS @starbucks where's your red cup!?! Love that ring with the nails! Lovely! | Pos | Product |
| @959thefox the cheer group is growing at @starbucks in New Canaan http://t.co/SbirHdRH | InDiff | Staff |
| @TonyThoward2007 been on a @Starbucks boycott for a year now! | Neg | Brand |
| @Kellen_Hanley27 @starbucks I've got strawberries and cream and a hot chocolate with caramel :) | Pos | Product |
| Peppermint mocha lattes back @starbucks !!! Yay. | Pos | Product |
| Buy one get one free? Thanks @Starbucks, don't mind if i do! #eggnoglatte #gingerbreadlatte http://t.co/dccK6fHP | Pos | Product |
| @kira_kid @starbucks it's gingerbread latte all the way! #redcups | Pos | Product |
| Photo: Warming up for the @Redskins game with @Starbucks Hot Cocoa and some Godiva. http://t.co/lZVoLEQa | InDiff | Product |
| @Masonglazier @Starbucks GIMME!!! Lol :) Enjoy bro!! :0) | Pos | N/A |
| mmm @Starbucks #SkinnyPeppermintMocha is an absolute godsend to my diet. | Pos | Product |
| Gingerbread lattes are in!!!! @Starbucks | Pos | Product |
| @SeaGalAlexa @starbucks I am straight addicted to Seahawks and Starbucks | Pos | Brand |
| @dawniedo082 @lougallimore @Starbucks on it like a car bonnet. | InDiff | N/A |
| Omg!!! Winter drinks are finally here at @Starbucks!!!! I'm freaking out happy right now! â˜•â˜•,â˜•,ðŸ™œ | Pos | Product |
| @Starbucks http://t.co/8VmjbOHH | InDiff | Brand |
| It's officially Holiday season when @Starbucks whips out the red cups! http://t.co/RhHEb7bM | Pos | Product |
| it's that special time of year when I spend far too much money on @starbucks praline mocha's #festivedrink | Pos | Product |
| Calm down it was a joke, it's not like I hold a grudge about the socialists at @Starbucks redistributing our basketball team to OKC. | Neg | Brand |
| @starbucks your blonde veranda is SO BADDD PLZ HELP MEEEEEE | Neg | Product |
| I dont feel so bad about losing sleep now since ive had 4 cups ofcoffee and now im feeling marvelous! #caffeineaddict #lovemesome @starbucks | Pos | Product |
| Game day protein shake, check, now it's @starbucks and I'm off to the stadium. | InDiff | Brand |
| The woman in front of me paid for my drink...so I paid for the one behind me! Happy Sunday! @starbucks #RAK http://t.co/OUfa9vF4 | InDiff | Personal |
| Sunday morning @Starbucks run in one of our fave Soft Shades, #CareToDanse. What's Sunday caffeine fix? http://t.co/04J2w13B | InDiff | Brand |
| When R74 passes on Tuesday, will the gay marriage offices be too busy to continue serving socialist witch potions? Looking at you @Starbucks | Neg | Brand |
| Yum yum @starbucks ðŸ˜Š http://t.co/kO7uk4L6 | Pos | Product |
| Drinking a praline mocha from @starbucks #perfection | Pos | Product |
| @dmgallimore @lougallimore quick.. its 2 4 1 b4 5 :) I've had 1 today then a toffee nut haha cant beat @Starbucks | Pos | Product |
| Leaving the warmth of @Starbucks to get gas, help neighbors, & try to run errands. I will be covering @ChampSeries10s 2morrow at MSG. | InDiff | Personal |
| @Jamiechristlow I got you a @starbucks big bro ðŸ˜Š, http://t.co/9gEmWsNI | InDiff | Personal |
| I was five stars away from gold level and they all disappeared. Curse you @starbucks!!!! But now I have an excuse to step up my coffee game | Neg | Brand |
| @redbull, @mashable, @klout, @KhloeKardashian, and @Starbucks, you're my top influencers on @klout! Who influences you? http://t.co/ZCN62vPF | InDiff | Brand |
| @Starbucks this whip cream job is just pathetic!!! http://t.co/umw0UYHI | Neg | Product |

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|---|--------|----------|
| Lets go get a gingerbread latte @starbucks | InDiff | Product |
| Sweet baby Jesus it's been too long!! (at @starbucks) [pic] â€” http://t.co/6At7SDqW | Pos | Product |
| Brisk fall walk in DT #Toronto w @Starbucks Christmas Blend coffee. #mykindasunday | Pos | Product |
| @Starbucks for a pre-Church snack @ Starbucks http://t.co/WrXb519e | InDiff | Personal |
| For Tina and I. (at @starbucks) â€” http://t.co/OZRJCAkm | InDiff | Personal |
| Got a Gingerbread Latte from @starbucks today, It was sexy #RedCup | Pos | Product |
| Yesterday, Pumpkin Beer and warm Pumpkin Brownie a la mode at @dogfish_ale. Today, Pumpkin Spice Mocha at @starbucks. #cold! #comfortfood | Pos | Product |
| Tea and muffin in @starbucks with @syrakearsley yay | Pos | Product |
| If I can't have #pumpkinspice, I'll take #gingerbreadlatte #starbucks @starbucks #istheseason http://t.co/wPTd8lCb | InDiff | Product |
| This was free! Starbucks rock!!! (at @Starbucks) [pic] â€” http://t.co/gHVOGVpm | Pos | Brand |
| @Starbucks so happy its #Joy tea season! http://t.co/Qm6DFYWT | Pos | Brand |
| @Starbucks yall got coupons? | InDiff | Brand |
| @Starbucks You sell so many plastic bottles and containers but none of your stores have recycling receptacles. Why? | Neg | Brand |
| @Starbucks ! Mmm.. http://t.co/s0gQiWru | Pos | Product |
| @Starbucks Imagine the aroma, the tinkling music of "Lovely Day" playing as coffee-deprived zombies stumble to the curb. #idreamof | InDiff | Personal |
| http://t.co/evHdGk7J #apple copying the likes of @Google @Facebook @Starbucks etc etc it seems! Someone should #sue! | InDiff | Brand |
| Pre game @Starbucks always hits the spot | Pos | Brand |
| Coming to a @starbucks near you in #Boston. More stores will come online this week! @NeverPowerless http://t.co/xvRtlkgl | InDiff | Staff |
| Craving @starbucks | Pos | Brand |
| I want @Starbucks @RossWiemken @trilbs325 | InDiff | Brand |
| Why doesn't @starbucks deliver yet? #ineedcoffee | Neg | Brand |
| Wearing my #voteNO shirt @Starbucks in Indiana and my barista says "I love your shirt!" Turns out those Boilermakers are not so bad. | Pos | Staff |
| @Starbucks it would be great if there was a way to add on a tip via your app | InDiff | Tech |
| A cozy scarf is my favourite accessory for enjoying a skinny peppermint mocha @Starbucks #redcupchallenge http://t.co/eRighbpc | Pos | Product |
| All my regular @Starbucks have been so bad across the board lately. What I the deal? | Neg | Brand |
| @AnnaBarsh O MG do I feel ya n not even my @Starbucks is workin ðŸ™ˆðŸ™ˆ± | InDiff | Brand |
| Don't know what I'd do without @starbucks. Thanks for your power outlets. And your free tap water. #sandy | Pos | Brand |
| Saw my first @Starbucks Christmas cup on Halloween - WAY too soon. | Neg | Product |
| Want to show thanks to my @Starbucks baristas that take care of me all year. A sb gift card is out of the question. Ideas? #thanksgiving | Pos | Staff |
| @4oh2design guess what?!?! Just went thru Starbucks and they have their winter flavors!!! Mmmm caramel brÃ©Ã©! @Starbucks #yummy | Pos | Product |
| Enjoying my eggnog latte @starbucks :-) | Pos | Product |
| I think they sprinkled humanity on my @Starbucks salted caramel mocha. I feel so much #better now. | Pos | Product |
| @KatieGeorge2 @starbucks I need to seek out a taza roja in BarÃ¡sa ðŸ™ˆ | InDiff | N/A |
| Pumpkin scone and an eggnog latte @Starbucks for some study time:) #yum | Pos | Product |
| #boston @starbucks art http://t.co/WcINEACG | InDiff | Staff |
| My Mint Tea From @Starbucks Tastes Like Chapstick Smells | InDiff | Product |
| @DisneyFoodBlog do u know of any coffee shops in the parks that use soy? Writers Shop doesn't. Can't wait for @Starbucks to get here | InDiff | Brand |
| Ordering the Tall, Skinny Peppermint Mocha @Starbucks. Sure hope it works! #fb | InDiff | Product |
| Let the holiday season officially begin @starbucks #redcup http://t.co/ok3925RJ | InDiff | Product |
| @PBFingers @starbucks love the red cups!! It's all about the sweet little seasonal things. | Pos | Product |
| @Starbucks what a great way to start the day! Peppermint Mocha! http://t.co/HBhyqIYY | Pos | Product |
| #Mumfordandsons in @Starbucks, its gonna be a good day. | Pos | Brand |
| HOLIDAY CUPS FROM @starbucks @ Starbucks http://t.co/8qboLu2Z | Pos | Product |

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|--|--------|----------|
| At @starbucks â€” http://t.co/xDsBYXMD | InDiff | Personal |
| @lovefromcara @starbucks it's on till 5 (and tomorrow I think) gogogo!! | InDiff | N/A |
| Camped out @starbucks watching crews set up for the @BarackObama rally tomorrow. Looking forward to new connections later today! #NASPA4E | InDiff | Personal |
| Off to @Starbucks to prepare for this crazy week. Also working on an application!! | InDiff | Personal |
| I want the new @starbucks planner :);) | Pos | Product |
| Are the christmas lattes out yet @starbucks? If so what flavours? | InDiff | Product |
| My @starbucks app asked me to donate to the @redcross for #Sandy victims. Already donated but I that they asked me. | InDiff | Tech |
| India welcomes its first @Starbucks http://t.co/PToQMPZC | InDiff | Staff |
| @Starbucks red cups are back in action!!! #pralinemocha http://t.co/hKPrpvQO | Pos | Product |
| Buy one and get one free at @starbucks is the best :-) | Pos | Brand |
| First @starbucks Christmas cup :) @ Starbucks http://t.co/IDCVZuWr | Pos | Product |
| @mrsngation No flooding in our area so we are OK. Have been "living" at the only place with power - my local @Starbucks during the day. LOL | InDiff | Brand |
| Just went to a @Starbucks in Shanghai that had a passing grade for cleanliness and couches were so nasty that we were happy to leave. | Neg | Staff |
| With John at @starbucks â€” http://t.co/HLXJi9VY | InDiff | Personal |
| #november is here so #fallingback with #thanksgiving blend from #starbucks @starbucks this morning #riseandg http://t.co/lq8grzpl | InDiff | Product |
| @Starbucks - #idreamof a #starbucks van with smiling baristas touring my neighborhood every morning like an ice cream truck. | InDiff | Personal |
| @starbucks Christmas cups! @ Starbucks http://t.co/qcGNygX2 | Pos | Product |
| Longest line a @Starbucks ! #withRomeo. ;) | InDiff | Staff |
| @starbucks A different person to take your order, money, make the drink and then give it to you. Personal service? Sort it out please. | Neg | Staff |
| Chillin @Starbucks at Tyson Corner Mall on relax Sunday morning and ready for the NFL games today. #NothingBeatThat | InDiff | Personal |
| @leelo_T @Starbucks apparently we have star bucks here. but I never been. | InDiff | Brand |
| Working on a Sunday sat in a freezing cold @starbucks in Chelmsford. Yet more fireworks 2nite + 2moz. Did I REALLY say I loved these events? | InDiff | Staff |
| @Starbucks too much focus & priority is given to the drive trough patrons. What about the people in line? Are you measuring our wait time? | Neg | Brand |
| My Starbucks Rewardsâ„¢ Starbucks Coffee Company: http://t.co/OvuFRBvv via @Starbucks | InDiff | Brand |
| Winter is officially here #ToffeeNutLatte #Favourite #Starbucks @starbucks http://t.co/IYNjUNiu | Pos | Product |
| Guess what's back?? EGG NOGG LATTE'S @Starbucks :-D#YouKnowIHadALargeOne | Pos | Product |
| Loving this buy one get one free offer with @Starbucks. Birmingham New Street store is mega busy! | Pos | Brand |
| @AlyssaJonesBS @dantemartinbs @starbucks -follows you- | InDiff | Brand |
| @lulumur123 At Starbucks @starbucks | InDiff | Personal |
| @Cat_LSmith @starbucks ooh I need an eggnog..... Not had the pleasure yet! | Pos | Product |
| @andrewsimmonsbs @dantemartinbs Thanks. -heads out to @starbucks- | InDiff | Brand |
| @starbucks at x-mad always reminds me of cassieprosper http://t.co/kknSHXND | InDiff | N/A |
| My new baby #Cute #TravelMug #Christmas #SnowMan #Starbucks @starbucks http://t.co/Un4mEucp | Pos | Product |
| @Starbucks @passion268 @passioncity I woke up this morning to have coffee w/ #Jesus; its the best cup of coffee I've ever had!#268generation | Pos | Product |
| Apple laptops outnumber PC laptops @Starbucks 2 to 1. #observation | InDiff | Personal |
| Need @Starbucks NOW! | Pos | Brand |
| @starbucks red Christmas cups are back :) how exciting http://t.co/XrQPuejP | Pos | Product |
| @starbucks holiday cups are here! This just made my day! | Pos | Product |
| Rekindled the Joy of Christmas spirit with my first cup of @starbucks seaso @ Starbucks Coffee Shell NLEX NB http://t.co/zY4NDLuf | Pos | Product |
| @JelloPuss @dougieshroom @starbucks Does the boycott extend to salted caramel macchiatos? #rumbled | InDiff | Product |
| Back at my "office" writing a new video. @starbucks | InDiff | Work |
| @CornyKoehl @nytimes @starbucks @oprah me too Ms Koehl :) | InDiff | N/A |
| The pumpkin bread @Starbucks is out of control! #Yum | Pos | Product |

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| Got my first @Starbucks red cup #redcup #xmas #starbucks #coffee #town http://t.co/mbp63MFb | InDiff | Product |
| Gratzi @jacihock mi familia! I heart @starbucks holiday cups join me & @nice_surferlady online baref http://t.co/X1Df8Sio | Pos | Product |
| Tis this Season...hallelujah! Thank u @Starbucks for always getting me into the seasons #Holiday #Cupofjoe # http://t.co/GMMCCw9m | Pos | Product |
| @Starbucks cranberry bliss and peppermint mocha, why must you be so irresistible, so early in the morning #goodmorning http://t.co/Rx70hfbW | Pos | Product |
| Off my tits on caffeine, buy one get one free Christmas @Starbucks! #redcups #starbucks δΥ~δΥ™(Eâ~ http://t.co/p4wra0TO | Pos | Product |
| Such a beautiful day, sitting in the sun @starbucks :) | InDiff | Personal |
| At least I got to see the end of this match via @tennistv thank you @Starbucks! (Still no power, heat or internet. I hate #Sandy) | Pos | Brand |
| #yummy #coffee #needit #starbucks @starbucks yes I drink coffe @ Toronto Pearson International Airport (YYZ) http://t.co/wEE0KZPF | Pos | Product |
| Oh the things I would do if @Starbucks delivered â~ | InDiff | Brand |
| First peppermint mocha of the year @starbucks #luv | Pos | Product |
| #PerfectSundayMorning: @nytimes, delish cup o' @starbucks, xtra hour sleep under my belt, crescendo w/brand new @oprah's #supersoulsunday | Pos | Product |
| 1st @starbucks red cup of the season! http://t.co/Rg02OuXj | Pos | Product |
| I know everyone is doing this but I just can't help myself #besttimeoftheyear @Starbucks holiday cups are here! | Pos | Product |
| @pinkchai : Hmmm @starbucks Holiday blends must be out! Have a productive day! | Pos | Product |
| it's that time of year again! Caramel brulÃ©e and peppermint mocha. #finally @Starbucks http://t.co/t6EqP6Fx | Pos | Product |
| First red @Starbucks cup of the season! http://t.co/gx2AkIZ6 | Pos | Product |
| Morning tweeps! Loving the @starbucks pumpkin latte this morning! Wonder how many calories are in this thing #notasking | Pos | Product |
| I think everyone within 10 miles of @starbucks is here... Holly cow it's busy! | InDiff | Brand |
| @Starbucks have fancy festive cups? We'd rather have an honest brew; try @gourmethotdogs @BottegaMilanese @LaynesEspresso :) #PayYourTaxes | Neg | Brand |
| @starbucks who thought it was a good idea for CEO to alienate 47% of the population, either 47%? Blatant disregard for shareholder value! | Neg | Brand |
| You know you're having an average day when a free @Starbucks is the highlight | InDiff | Brand |
| @Starbucks peppermint mocha - oh how I have missed you! #sogood | Pos | Product |
| Had my first cup of #thanksgivingblend @starbucks NOW I miss my #markout | InDiff | Product |
| grant keeping the crew in stitches. #morningcoffee @starbucks http://t.co/HUw7EYDs | InDiff | Product |
| Third time in a row that they spell my name correctly @starbucks I guess that going in everyday is working | InDiff | Staff |
| @thenewstribune it's ok. I was awake anyway, and it gave me time to read @thenewstribune at @Starbucks with my wife. δΥ•δΥ• | InDiff | Personal |

Figure 5 – Tweets About Starbucks (11/5/12)

| status | Tweet Tone | Topic |
|--|------------|----------|
| @Starbucks I believe last election if you brought proof of voting you would et a free small coffee or something. Is that this year to? | InDiff | Election |
| After yesterdays fiasco and the pain today, I deserve a high calorie @Starbucks beverage. #limping #pain | InDiff | Brand |
| Oh, @Starbucks holiday cups. #love | Pos | Product |
| One of my lifelong goals is to never drink a @Starbucks coffee. So far so good. #CoffeeSucks | Neg | Product |
| My favorite @Starbucks coffee mug fell 140ft today and these dents and a crack at the top are the only damage! http://t.co/Ij1lbCxh | InDiff | Product |
| @dlytedu and I were happy for the freebie #StarbucksEbloc2 â™ and it makes us love you more @starbucks â™â™â™ #Starbucks #Coffee #happiness | Pos | Brand |
| @Starbucks what a great way to show your pride in America and your right to vote! Not to mention get a terrific cup of morning java. | Pos | Election |
| @Starbucks already got mine! | InDiff | Brand |
| Yes. It is back. Caramel BrulÃ©e Latte. Been way to long. @starbucks #caramel #brulee #latte #sta @ Starbucks http://t.co/d8m4Enj | Pos | Product |
| @Starbucks when r Egg Nog Lattes arriving? | InDiff | Product |

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|---|--------|----------|
| @madavictoria yes. IT DOES. *takes last sip of @Starbucks skinny vanilla latte* | Pos | Product |
| @starbucks Say your prayers #presidentromney | InDiff | Election |
| First peppermint mocha of the season @starbucks #hooray http://t.co/yQGawJpM | Pos | Product |
| Finally!!!!!! A barista @starbucks got my name spelled right http://t.co/2UHOD5x5 | Pos | Staff |
| @Starbucks still doesn't make up for the fact that you took my free soy away after being a gold card member since '08 | Neg | Brand |
| @starbucks thank you so much for today's #cafffeinerush. #afternoonpickmeup #coffee http://t.co/sRoz8Kxd | Pos | Product |
| FREE Indivisible Bracelet November 6th at @Starbucks http://t.co/nAgkceIo #Freebies #Starbucks | InDiff | Election |
| @Starbucks i want that!! Is it at starbucks shop? *puppy eyes!!* | Pos | Brand |
| .@Starbucks How about you give me a fucking frap instead? | Neg | Brand |
| @Starbucks announced giving #RedCross \$125,000. Now, w just 6 times more the RC's CEO's salary will be paid & we can start helping victims! | Pos | Charity |
| @jillpollack @starbucks I know that's disappointing... Hope that changes before you come back :) | InDiff | N/A |
| @Starbucks what is going on with the mobile app?? I lost all the stars I earned in October :(#sad&disappointed #missingstars | Neg | Tech |
| I just got a barista @starbucks phone number. He said he wasn't gay and i replied "this isn't about sex, it's about our curiosity. #win | InDiff | Staff |
| @Starbucks , You're the greatest ever!! I love your Frappuccino's!! <3 :) | Pos | Product |
| The best. (at @starbucks) [pic] â€” http://t.co/wC5EwOD4 | Pos | Brand |
| today I had my first gingerbread latte of the festive season from @starbucks!!! #yummm :) | Pos | Product |
| @Starbucks No thanks. You dont support US troops, I dont support you! | Neg | Brand |
| What possessed this horde of loud teens to congregate @starbucks? And how sad is it that my noise tolerance level significantly lowered? | InDiff | Personal |
| @JodyFarr i will take that @Starbucks coffee since there is #NOFREESOYMILK with a gold card anymore. #SUPERBUMMED!!! | Neg | Product |
| Sorry. I wasn't able to tweet it but thanks @starbucks partners for being one of the nicest peeps on earth! I love #Starbucks Ebloc 2 guys!â™ | Pos | Brand |
| #saltedcaramel sweet square from @starbucks â™ oh so yummy. http://t.co/y8mhUKEt | Pos | Product |
| Mid day coffee ... @Starbucks (@ Starbucks) http://t.co/MCnLjsYV | InDiff | Product |
| @Starbucks Thank you for stocking Viera w/Marshmellow bars!!! I'm very pleased!!! TY! #domanique is #happy! | Pos | Brand |
| Yep. Going to grad school in the dark is definitely worse than in the light. I deserve one last #PSL for this! @starbucks | InDiff | Personal |
| Yup, there's a woman inside @Starbucks feeding her dog. | InDiff | Personal |
| This is why I stick to my one and only @starbucks in manalapan clearly my name is not Angelia I'm a guy smh http://t.co/dpU118qy | Neg | Staff |
| Yayyy!!! Red cups are back!!! #holidays #starbucks #redcups #christmas @starbucks http://t.co/FLDoeiyA | Pos | Product |
| @lauren_FMGD Seriously, doesn't chocolate make everything easier?!? I had peppermint hot chocolate @Starbucks today & it was delish! | Pos | Product |
| .@Starbucks Thanks! Love me some #PSL (Pumpkin Spice Latte, for those who have yet to try). Enjoy your afternoon, friend! #coffee | Pos | Product |
| Guess who's going to @Starbucks in the morning? #thisgirl | InDiff | Personal |
| Wee wee pee pee poo poo pee ness @PaulRyan @kony @Starbucks | InDiff | N/A |
| Just remembered I got my Xmas blend markout today. So I'll be brewing that tomorrow with some cheeky toffee nut! @starbucks | Pos | Product |
| Hey @starbucks, when I order hot chocolate, I expect it to be hot, not ice cold #disappointed | Neg | Product |
| @JessLynMoir @Starbucks Ha! Fun to be the cool kid, huh? :) | InDiff | N/A |
| Flawless #MobilePayments @starbucks in #canada...not #NFC...same, simple #barcode experience as in US...not even a blip around currency | Pos | Tech |
| I need a espresso @Starbucks #autodealers | InDiff | Product |
| @Starbucks mitt does not drink coffee just water, well he put back into law the blue laws and later pro'a'bation? | InDiff | Election |
| At @Starbucks â™ #PepermentChiTeaLattee | InDiff | Product |
| @starbucks with @witandpower_13 @a_darna @cutykeith http://t.co/wtXvMmUf | InDiff | Personal |
| @Starbucks the cranberry bliss bar is back!!!!!! | Pos | Product |
| @komalIsen Oh I want that :D @Starbucks | Pos | Brand |
| @Starbucks I want a free cuppa joe! | InDiff | Product |
| Red cups have hit @Starbucks Stateside. All branches in the downtown area standby. I repeat, standby | InDiff | Product |

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| @elliott_roebuck did u have a @Starbucks #spicedpumpkinlattee it was unreal best coffee I've had in a while!! | Pos | Product |
| Seasonal fix, at @Starbucks near you â™™ http://t.co/RuExA0fd | InDiff | Product |
| @BeccasCrazyBoys Best birthday present ever!!! @starbucks | Pos | Brand |
| @Starbucks #BetterIdea, give them a sticker when they vote. Oh, wait. | InDiff | Election |
| #ryanessington confused @Starbucks http://t.co/XydlzQKM | InDiff | N/A |
| There is an old lady @Starbucks drinking scotch. In a glass. Straight up. She admitted it to me. My #FaithInHumanity has been restored. | InDiff | Personal |
| C's first real drink @Starbucks. http://t.co/q73nZakx | InDiff | Product |
| Tonight after class I have a HOT (chocolate) date at @Starbucks with my lovely and wonderful girlfriend @kathleenchase26. Kinda excited. | InDiff | Personal |
| I'm just now taking my lunch break. #busyday (at @starbucks) â€” http://t.co/7lvkuMnl | InDiff | Work |
| Just tried my first PepperMint Mocha from @starbucks. #markthisday #makinghistory | Pos | Product |
| I am the beast of the night!!! â™™« Fog by Kingdom (at @starbucks) â€” http://t.co/BkEFzpmu | InDiff | N/A |
| First visit to @disneyland pin for him, @starbucks for me :) http://t.co/YJCRCL | Pos | Brand |
| @VirginiaNg @Starbucks their mozzarella and tomato pannini is good. you should try their pannini sandwiches | Pos | Product |
| @Starbucks in Ireland also ??? | InDiff | Staff |
| @Starbucks Raspberry Mocha @frappuccino is the best part of my day! | Pos | Product |
| @Starbucks Getting kinda sick of Just a Gigolo. | InDiff | N/A |
| You know X-Mas is around the corner when @starbucks and @secondcup have the holiday drinks flowing â™™ #yum | Pos | Product |
| Doing my marketing plan for class on @Starbucks ! I sure do love that company! :D | Pos | Brand |
| SPONSORED: Make your favorite @Starbucks beverages home at the touch of a button, thanks 2 all new @Starbucks Verismo http://t.co/RNqVQGco | InDiff | Product |
| Holy crap, @Starbucks, could you do something about your streaming station? Like have more than 3 songs? | Neg | Brand |
| @sneier @JackCash_ I've already had 5 of @Starbucks's red cups. #favoritetimeoftheyear #groupoutingsoon? | Pos | Product |
| uploading songs while laptop battery is shrinking fast and there are no sockets available at @starbucks!? I should sue them | Neg | Staff |
| @ChaseNews My friend Justin just received an @Starbucks gift card from you. Causing us to realize that you really are the BEST BANK EVER! | InDiff | Personal |
| @Starbucks for some energy. | InDiff | Brand |
| This is how full my Pumpkin spice latte was filled up today! I feel pretty ripped off! @Starbucks #caffeinefail http://t.co/UYgaKCjQ | Neg | Product |
| @Starbucks - went to local starbuck and was overcharged. Used mu gold card and not offered receipt. Didn't notice until checking balance. ATTN: Red Holiday cups are BACK @Starbucks. 49 days, 7 hours and 38 mins until #Christmas .. but who's counting? | Neg | Brand |
| #MostWonderfulTimeOfTheYear | Pos | Product |
| #redcupchallenge yay. Two shots and I'm battling between overtired and over caffeinated. @starbucks #starbu http://t.co/4Fh1dKCF | Pos | Product |
| First #redcup of the season! Love @starbucks peppermint mochas http://t.co/RC2Lk0tE | Pos | Product |
| Still not used to people drinking beer and wine at @starbucks (@ Starbucks w/ 3 others) http://t.co/Wtj31Mf5 | InDiff | Personal |
| #VOTE!!!! Then go get free @Starbucks | InDiff | Election |
| Attention North Platt Nebraska @Starbucks THIS is a lie. Because the drink you made has definitely got coffee in it. http://t.co/QSmqbE0z | Neg | Staff |
| @Starbucks I've got my Pumpkin Spice Latte and my test notes = Best way to study. | InDiff | Product |
| How I've missed thee. @Starbucks #GingerbreadLatte http://t.co/hZoNwOyR | Pos | Product |
| Most wonderful time of the year ðŸ˜ŠðŸŸŽ., #peppermintmocha @starbucks http://t.co/zdhD36ix | Pos | Product |
| @Starbucks: On election day, get a complimentary red, white & blue wristband at select Starbucks & proudly show... http://t.co/O7XUR7zo | InDiff | Election |
| I find that I am most relaxed and creative ideas come more frequently when I'm at @Starbucks #graphicdesignerthoughts | Pos | Work |
| @jfl216 @Starbucks @united Geo relevant, time sensitive info. The Starbucks implementation is kind of lame though. | Neg | Brand |
| @TriemStrat in the @ShPk_News for #CashMob Next one is Nov 19 7pm. Meet @Starbucks Lakeland Dr #shoplocal #shpk http://t.co/3Ptjy9bF | InDiff | Work |
| Got a free pumpkin spice from @Starbucks because of a long wait. #goodcustomerservice .. Is it sad that this made my day? | Pos | Staff |
| You know, @Starbucks should commission me for my organic pumpkin chocolate chip bars. They rock. | InDiff | Brand |
| @garyLthomas Let's hit up @Starbucks when you are back from NYC. | InDiff | Personal |
| Needed this since this morning. @starbucks @caila_143 falucero #redcup #whitechocolatemocha #carnelfrapp # http://t.co/7JHWebxT | InDiff | Product |

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| @starbucks - ever think about what your coffee is doing to tongues around the world?! http://t.co/8uGIsGhU | InDiff | Product |
| Only thing that gives me joy about winter @starbucks #redcups http://t.co/Oh9SpNv8 | Pos | Product |
| @Starbucks mmmmm..... I miss the summer! http://t.co/tvCpoYr9 | Pos | Product |
| I wanna kill my sister. I bought Carmel Macchiato @Starbucks ice cream and she stole it, hide it and it melted. SadeFace :(| InDiff | Personal |
| This girl @Starbucks is on her phone while taking my order. Talk about great customer service. | Neg | Staff |
| so guys.... i got the job! #firstjob @starbucks | Pos | Work |
| Disappointed with @starbucks. They took my stars away with no explanation. Not buying any more until I get them back. | Neg | Brand |
| Ive been freezing my ass off @Starbucks for 5hrs now but Ive just discovered Scrabble Book Lovers edition @chapters and its50% off. Day=made | InDiff | Brand |
| @Starbucks awesome! I'm there. Will the Union Station location be participating? | InDiff | N/A |
| What's better than a cup of caramel brÃe latte in this kind of weather. â¸, (at @Starbucks) â¸" http://t.co/iz1uCK4h | Pos | Product |
| @Starbucks #BeenTooLong | InDiff | Brand |
| All I can think about is @Starbucks but here I am listening to a guy in a dog hat talk about correlation coefficients. ðŸ˜¸ | InDiff | Brand |
| #REDStarbucks @Starbucks | InDiff | Product |
| @caitlynwigand I walked up to @Starbucks by my house not looking forward to walking back | InDiff | Personal |
| Addicted! #americano #noroom @starbucks | Pos | Product |
| Made in Chelsea and a @Starbucks #perfect #mic | InDiff | Brand |
| First red cup of the year! Love me some caramel apple cider @Starbucks http://t.co/em4pglez | Pos | Product |
| Diligent citizens are filling out their absentee ballots at @Starbucks. #vote #WA http://t.co/P4PIGKmp | InDiff | Election |
| @SamMarieConner should have thought of that idea! i did have @Starbucks though :) | Pos | Brand |
| Oh yeah, here is said @starbucks red cup http://t.co/lrhjTqt8 | Pos | Product |
| I need @Starbucks NOW! It will make everything all betta! | Pos | Brand |
| @Starbucks Turkey and Swiss sandwich was a disappointment- too bland and dry. | Neg | Product |
| One more hour @starbucks and @tbekelly | InDiff | Brand |
| @Starbucks A wristband is really nice, but what about a free cup of coffee for voting? | InDiff | Election |
| @Starbucks @InkPort: @Starbucks did #Santa throw up all over the walls at every #Starbucks location. #Xmas is in December, buy a calendar! | Neg | Brand |
| yummm @starbucks | Pos | Brand |
| @jamescot8 @Starbucks has its red cups out which means its Christmas, it also -10 degrees which means winter which means Christmas! #scrooge | InDiff | Product |
| I don't think anything's worse for my wallet than walking by a @Starbucks every single day. #addicted #cantresisttemptation | Pos | Brand |
| It's started... the red... but... I still need my cawfee! (at @Starbucks) [pic] â¸" http://t.co/1Yj5CfX4 | InDiff | Product |
| @jessicacrossley: Behold the red cup. I need you today, #CaramelbruÃe @Starbucks http://t.co/jTlZg5Fz | Pos | Product |
| @bellelamira @Starbucks ha i love it! | InDiff | N/A |
| Am I the only one who's had that dream where I'm bathing in a tub full of strawberry frappucinos from @Starbucks? | InDiff | Personal |
| @Starbucks My "stars" have disappeared from my Starbucks app. I still see them in my details but it's 0! Please advise http://t.co/JX4MFUq4 | Neg | Tech |
| @TrevorLasterXXX All I can offer is @Starbucks | InDiff | Brand |
| At @Starbucks ... Studying... No, tweeting.. Wait | InDiff | Work |
| Great start to November! @Starbucks @TheEllenShow http://t.co/EQonir3M | InDiff | Brand |
| Theres only one explanation for my diminishing bank account: The holiday drinks are back at @Starbucks. #addicted #gingerbreadlatte #yum â¸ | Pos | Product |
| Festive @starbucks http://t.co/mAtFpiZ1 | InDiff | Product |
| Proof that winter is already here, @starbucks has broken out the festive red cups already. Turkey Day is only 17 days away, Christmas is 50 | InDiff | Product |
| @Starbucks : How do we know which ones? | InDiff | N/A |
| @Starbucks is there a list of stores participating? | InDiff | Brand |
| @Starbucks I want one!! | InDiff | Brand |
| Tis the season! â¸,â¸,â¸ @starbucks #starbucks #winter #cups #snowman #musicnotes #gingerbreadlatte # @ Starbucks http://t.co/ZJPrB1zJ | Pos | Product |

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| @Starbucks @SUPiratesGolf @SUSpeccoll You've been quoted in my #Storify story "Homecoming & Reunion Weekend 2012" http://t.co/naoN5B03 | InDiff | N/A |
| I can't spell today either!! I meant @starbucks apparently can't make frappuccinos today....and that I'm disappointed. Rawr. | Neg | Product |
| Finally got a Christmas cup! Giggity giggity δΥ%δΥ% @Starbucks | Pos | Product |
| Just finished a delicious #peppermintwhitemocha in mah @Starbucks #holidaycup ! <3 http://t.co/jlEZmztZ | Pos | Product |
| @Starbucks needs to take the grrross pepppers out of their paaninis #ruinsthetaste | Neg | Product |
| Going to run errands and then go to @Starbucks and do my @WalkingDead_AMC recap. I really don't know how to start this one :/ | InDiff | Personal |
| @starbucks why have the new holiday drinks if you're not adequately supplied? Out of eggnog before 5? So much for getting a pre work latte. | Neg | Brand |
| #RedCupsChallenge day 3 in a row @Starbucks http://t.co/1xWyKQ3z | InDiff | Product |
| Gingerbread over pumpkin spice. Red cups. Yes. @starbucks http://t.co/X50SCLXB | Pos | Product |
| Just saw a customer ask a @starbucks employee "do you have #coffee?" No they sell flying pink elephants! | InDiff | Personal |
| @thestate @starbucks any in @columbiac participating in R/W/B bracelet tomorrow? @sbux5points @StarbucksGFerry @harbisonsbux | InDiff | Election |
| Can I collect the stars for the Reward Card everywhere in the world or only in the country where the card is registered? @starbucks | InDiff | Brand |
| @Starbucks Just another good reason to stop in...Tis the season for a peppermint mocha!! the winners are: @KnottyMovements & @kay_dawgg!! girls, i will follow you for 48hr. please DM me your address to send your @starbucks cards! | Pos | Product |
| @Starbucks please please say 'happy birthday to @kevinjonas | InDiff | Personal |
| @Starbucks more divided than at anytime since the confederacy! | Neg | Election |
| @KimDamato @Starbucks So yummy! | Pos | Brand |
| @amychin @Starbucks ooooo, it must be raining #Gold http://t.co/oAQchgUC | Pos | Brand |
| someone please come get @starbucks with me later tonight.. i have a feeling i will really need it #justtookanothernap #screwed | InDiff | Personal |
| @Starbucks does this include starbucks in Columbus, GA | InDiff | Staff |
| So w/ @Starbucks rewards, once I've earned a free drink do I get to pick when I use it, or is it automatically the next drink I buy w/card? | InDiff | Brand |
| Wishing I could inject this caffeine into my veins! #sanfrancisco (at @starbucks) â€” http://t.co/BVcNGFep | Pos | Product |
| It's the most wonderful time of the year! #StarbucksHolidayCup @Starbucks @ Starbucks http://t.co/HsEfs2Xw | Pos | Product |
| I'm excited 2 have 2 extra hours N the morning 2goVote! That will also include a stop at @starbucks to calm my nerves and get my bracelet! | Pos | Election |
| @starbucks - the Brookline village store in MA is by far the best Starbucks in the area. It really needs a Clover system. Please consider | Pos | Staff |
| @Starbucks starbucks's coffe is the best *-* | Pos | Product |
| @RNSchoolProbs @Starbucks only if the coffee can be run IV.. please? | InDiff | Product |
| Just got a peppermint mocha from @starbucks. #woohoo | Pos | Product |
| @Starbucks How do I know which select Starbucks, tho?? | InDiff | Brand |
| @yaminrali @starbucks @muskaanluv okkkk | InDiff | N/A |
| @Starbucks AMERICA!! YEAH!! USA! USA! USA! USA! USA! USA! | InDiff | Election |
| @Starbucks that actually sounds cool. But I live in Canada :(| InDiff | Brand |
| @stevecrutch @Starbucks = Discount for poor guy(@Chipgallup) | InDiff | N/A |
| @Starbucks wonders if Indiana is a participating Starbucks, hmmm... | InDiff | Brand |
| Dude !\$k Montebello @Starbucks you guys mess up my order every single day. PS my not non-fat latte not capp is in your planter outside. | Neg | Staff |
| @Starbucks Would rather get a free coffee and alternate voting choices but okay a free wrist band sounds craptacular xoxo | Neg | Election |
| ...hey @Starbucks...been waiting to receive my gold card for awhile now...when can I expect it? | InDiff | Brand |
| @Starbucks: On election day, get a complimentary red, white & blue wristband ... & proudly show your support for America. #indivisible | InDiff | Election |
| @Starbucks plez follow me | InDiff | Brand |
| So @Starbucks now has its own coffee machine brand: Verismo. And that's a wrap, Christmas wishlist DONE, sign sealed and delivered. | Pos | Product |
| Photo: Just got @Starbucks #gold #yum http://t.co/dGcBPIQW | Pos | Product |
| Afternoon treats with marssss16 @starbucks #redcup http://t.co/VGXsX9LF | InDiff | Product |
| I had my first latte today and I'm addicted.. thank you @starbucks | Pos | Product |

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| #redcupchallenge #starbucks @Starbucks Caramel brÃ»lÃ©e. First of the season. Switched to my Winter/Christmas card too! http://t.co/CDzrHARv | InDiff | Product |
| Festive cups and flavors are back at @starbucks already? Can't wait for the holidays. ðŸŽ¸, http://t.co/YXLdaFmI | InDiff | Product |
| #Research is hard work! Glad I voted early! #Vote2012 More coffee pls @Starbucks - get ur bands 2morrow US folks! | InDiff | Election |
| @Starbucks I tried calling customer service, but waited 15 minutes w/ no response. Please, help! (part 2) | Neg | Staff |
| @DirectionHomies @starbucks hahaaaaaaa! :D | InDiff | N/A |
| @Imattson5 Of course!! The earlier the better in case they run out!!! Hopefully valpo @Starbucks is participating! | InDiff | Staff |
| @Starbucks Peppermint mocha...heaven. | Pos | Product |
| @Starbucks, two of your Memphis locations disappointed me today. Wasted \$10 on what is usually my favorite drink-- grande CDL. (part 1) | Neg | Staff |
| @Starbucks: On election day, get a complimentary wristband & proudly show your support for America. @ToriTornado1 Can we go?? | InDiff | Election |
| So, as royally crappy as today was, I went to @Starbucks for work part 2 and things immediately improved. #PowerofStarbucks #CanIMoveIn | Pos | Brand |
| @llaura or a little snowman? How cute would that be? I ordered a hot AND a cold @starbucks today, because I felt left out ðŸˆ¸ #RedCups | InDiff | Product |
| Got my Caramel BrÃ»lÃ©e fix from @starbucks thanks to my Boothang @TiNY_JASMiNE ! Love you <3 | Pos | Product |
| @Starbucks Should follow me because i love you. | Pos | Brand |
| Pretty disappointed looking holiday cup design @Starbucks http://t.co/KKR2JpNY | Neg | Product |
| We're voting tomorrow morning! Office Hours starting at 8:30am. 8:30-9am is still open. @Starbucks Clark/Hubbard, 8:30-10am | InDiff | Election |
| @Starbucks how can I find out which stores are participating? #indivisible | InDiff | Election |
| @Starbucks eh how about no to your Yankee wrist bands, | Neg | Election |
| @Starbucks can you elaborate or show a picture-like is it rubber or rope? | InDiff | Election |
| My phone has started telling me when I am near a @Starbucks. I have to say it is slightly unnerving how much my phone wants a coffee! :D | Pos | Tech |
| I beg you to follow me please @Starbucks | InDiff | Brand |
| @Starbucks I think a pumpkin spice latte is going to be required tomorrow! | Pos | Product |
| So cold out so I treated myself to a warm grande vanilla latte @starbucks. So yummy like Xmas in a cup! http://t.co/E2H1E31K | Pos | Product |
| @RNSchoolProbs @starbucks Starbucks sounds good :) | InDiff | N/A |
| I'm happy to say this is NOT the most complicated order my local @starbucks barista has seen :) http://t.co/VDdGEeqG | InDiff | Staff |
| @Starbucks I'll call you when I'm suffering from salmonella thx assholes for the prominent and noticeable warning I should throw out the PB | Neg | Product |
| @Starbucks you're my second home | Pos | Brand |
| @AmyLynnH18 :-D I told the woman in front of me @starbucks I liked her button, & she said was campaigning and I could have it! | InDiff | Personal |
| @ChipGallup you could choose @starbucks or support the little guys and #bettercoffee :) | Neg | Brand |
| bc i have been super busy (& slacking on my #anon duties) i need to select 2 random people to win @starbucks for hitting 7 & 8,000 followers | InDiff | Personal |
| @Starbucks FOLLOW ME PLEASE | InDiff | Brand |
| Unfortunately, this @starbucks demands too much time to get a coffee. #brutal | Neg | Brand |
| Need to get caffeinated @starbucks | InDiff | Brand |
| Got a job at @Starbucks!! | Pos | Staff |
| @Starbucks can you follow me? :) | InDiff | Brand |
| @Starbucks I'm actually addicted and I need a Caramel Machiatto right now :/ | InDiff | Product |
| @eklak12 @Starbucks I retweeted it... they're giving away complimentary red, white, and blue wristbands for election day | InDiff | Election |
| @Starbucks don't worry, you guys are the best :) | Pos | Brand |
| Dang!! Spilled my @Starbucks iced coffee minutes before my shift starts! Sigh...don't cry over spilled coffee I guess. =(#Kawawa | InDiff | Personal |
| Rocked my interview!! Celebrating with @starbucks . http://t.co/w7maLsJQ | Pos | Product |
| @starbucks thanks you for this @LOHANTHONY your missing out http://t.co/7HYilfh2 | Pos | Brand |
| @fred_josh @starbucks what wristband?? | InDiff | Election |
| Addicted to cool lime refreshers @Starbucks #SOGOOD | Pos | Product |
| @Starbucks i will be getting one! | InDiff | N/A |

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| @Starbucks which ones in Fresno/Clovis, CA area???? | InDiff | Staff |
| @eklak12 we should go to @Starbucks tomorrow so we can get a free wristband... | InDiff | Election |
| Whenever I use my @Starbucks app to make a #mobile payment I feel super high# tech. #notgonnalie #2cool4school | InDiff | Tech |
| @Starbucks got mine!!! | InDiff | N/A |
| @Starbucks I can't find any if this cute travel gift cards | InDiff | Product |
| Two for two weeks now my #Starbucks is OUT of apple juice for their caramel apple spice drinks. Get your act together @Starbucks! | Neg | Staff |
| @Starbucks thanks, but i'm a boy. aÃ±jfgjm. | Neg | Brand |
| First #redcup of the year!!! @kat_rioseco @Starbucks http://t.co/4CzoV1dY | Pos | Product |
| Proud #tobeapartner! Thanks for sharing, @adambrotman: A Fantastic @Starbucks Customer Experience Story http://t.co/rK1kSEUZâ€œ | Pos | Brand |
| @starbucks why is it, whenever i redeem a free drink coupon, they away taste bad or my order is messed up? just wondering | Neg | Product |
| @GracieK19 @starbucks oh but i am. everytime i go in a city where there's at least one, i literally buy everythiiiiiiiiing | Pos | Brand |
| Love this. So ambitious. - "Inside @Starbucks \$35 Million Mission To Make Brand Evangelists Of Its Front-Line Workers" http://t.co/AzHmAcD7 | Pos | Brand |
| @starbucks #namefail. everyone remembers their first one. Long time coming... http://t.co/fzxAHcx9 | Neg | Brand |
| #holidaycups and #pepermintmocha are back at @Starbucks! Tis the season ðŸŽŹ,, http://t.co/2Dg4EPyA | Pos | Product |
| @Starbucks Love this idea! | Pos | Brand |
| .@Starbucks its a scause!!! | InDiff | N/A |
| I will start to get a hot drink from @Starbucks when they start giving out the red Christmas/winter cups... | InDiff | Product |
| @Starbucks See you in the morning | InDiff | Brand |
| @Starbucks rules ! :) | Pos | Brand |
| @Starbucks how can we find out which stores offer? | InDiff | Brand |
| @DirectionHomies @starbucks except that when you have it u get addicted trust me :) it's unhealthy | Pos | Brand |
| @Starbucks America RULES, but #Invisible coffee is awful. Sorry, Starbucks. It was a swing and a miss with this fan. | Neg | Product |
| @Starbucks I paid \$5 for mine a year ago, and you're just giving them away tomorrow? #unfair | Neg | Brand |
| Why can't every company give me the same amazing service that I get consistently @Starbucks.. any and every starbucks! #getitright | Pos | Staff |
| Hey, @starbucks I just hit gold level... How do I get my free drink? | InDiff | Brand |
| i wish there was a starbuck in my city @Starbucks :(| InDiff | Staff |
| @chopstickhero agreed... hate to compare competitors but @Starbucks has their card in their app is the right way cc:@TimHortons | Pos | Tech |
| Treated my kids to after school @starbucks | InDiff | Brand |
| My good @Starbucks experience from earlier just got ruined by a rude barista who charged me for soy in an iced coffee, which is not ... | Neg | Staff |
| @Starbucks / Illustrated support - please #VOTE ! | InDiff | Election |
| @Starbucks thanks for the follow, can you guys say Hey to me? | InDiff | Brand |
| @LenoxSqMall @Starbucks And only 70 calories in a grande! #sold #tasty | Pos | Product |
| @Starbucks @Hannah_faith92 Get me one! i•,i•,â™™ | InDiff | Personal |
| FYI they already have christmas cups at the starbucks.. for me it's still summer.. #Mexico @Starbucks | InDiff | Product |
| Xmas blend @starbucks mmmm in pack those boxes @ Starbucks http://t.co/SwWCmIYc | Pos | Product |
| Mocha Cookie Crumble @Starbucks #Can'tGetEnough | Pos | Product |
| @Starbucks I swear if you built a Starbucks in my city, it would get SO MUCH BUSINESS. Oh my god. I need one here. | InDiff | Brand |
| @Starbucks Thanks for the fucking heads up about the peanut butter recall the notice was put next to the trash can AKA saw it after I ate it | Neg | Brand |
| @Starbucks I will definitely be there :) | Pos | Brand |
| @Starbucks and in turn, show your support for Britain by paying tax | Neg | Brand |
| @Starbucks I love you omg | Pos | Brand |
| The best place! @Starbucks! Obviously!!!! | Pos | Brand |
| Definitely I love @Starbucks so much *.* | Pos | Brand |

| | | |
|---|--------|----------|
| Boyfriend got me @starbucks because I got high marks on my tests :) #bftreats http://t.co/AtI5T3BU | InDiff | Personal |
| I don't know what's happening, but all the awesome @starbucks coffees are disappearing from the average stores. #SpringHill barely has any! | Neg | Staff |
| @Starbucks but ily why don't you follow me | Pos | Brand |
| Hope the @Starbucks near work is doing this! | InDiff | Brand |
| @Starbucks please follow me! | InDiff | Brand |
| @Starbucks Yay for the Thanksgiving blend and for this falls different drinks! #Coffee #Starbucks | Pos | Product |
| @Starbucks how about Mexican hot chocolate on the menu!!!!!!!!!!!! | InDiff | Product |
| @Starbucks follow meeeeeeeeee | InDiff | Brand |
| @Starbucks if y'all followed me, my life would be complete. Just sayinnn. | InDiff | Brand |
| @Starbucks STARBUCKS IN VENEZUELA | InDiff | Staff |
| @Starbucks follow me | InDiff | Brand |
| @Starbucks OMG I love starbucks | Pos | Brand |

Figure 6 – Tweets About Starbucks (11/6/12)

| status | Tweet Tone | Topic |
|---|------------|----------|
| @starbucks http://t.co/VK9d1XSe | InDiff | Brand |
| first christmas cup of the season >>>> #whitepeppermintmocha @starbucks http://t.co/ISOGSmDJ | InDiff | Product |
| @HeyItsFree my @Starbucks didn't have the bracelets ... :/ | Neg | Election |
| Thank you AJ from @starbucks for my note! And Leticia for my coffee! My day is looking up. @ Starbucks http://t.co/3VxHid4G | Pos | Staff |
| Buy me a starbucks, and you'll instantly become my most favourite person in the world. #easilybought @Starbucks AMEN.δÿ°⊙ GLORY TO THE LORD! Worship Him, the God of our salvation. G... â™«« Glory to the Lord by Don Moen (at @Starbucks) â€” http://t.co/Rals30rO | InDiff | Brand |
| Time to blissfully mark @starbucks http://t.co/2jMJ5vOD | InDiff | Brand |
| I gotta say, I really like new the @Starbucks food packaging. #design | Pos | Product |
| @nmeeder @starbucks OMG I thought the same thing lol | InDiff | N/A |
| @Starbucks enjoying a cup of #Starbucks at a #conference for work #yum #pikeplace http://t.co/ewwHp1cK | Pos | Product |
| @smnychg if you go to @starbucks, they'll give ya some free swag (bracelet)! | Pos | Election |
| Big giant thank you to my barista @starbucks today for taking my frenzied look to mean I REALLY needed a free latte! Love! | Pos | Staff |
| Like woah we're doing #cranberry. Date w @jenfurg @starbucks! http://t.co/TSiOLO8H | InDiff | Personal |
| Starting to think im hot @starbucks drinks intolerant δÿ°δÿ½ | InDiff | Personal |
| @Starbucks I want free stuff! | InDiff | Brand |
| Thank You @starbucks #Forward http://t.co/YHxMfNcD | Pos | Brand |
| there are two things that I absolutely hate, constantly being told to #vote and a watered down chai tea latte! Im talking to you @Starbucks | Neg | Brand |
| Salted Caramel latte & regular coffee @starbucks â™««δÿ°⊙ @ Starbucks http://t.co/WS3lldic | InDiff | Product |
| I love tweeting llamas and @starbucks | InDiff | Brand |
| My day just got SO much better!!! Got my @starbucks #caramelbrÃ»lÃ©elatte Yum yum â™«. All #warm and #fuzzy | Pos | Product |
| free drink from @starbucks I love you | Pos | Brand |
| Just got a free coffee for voting! Thanks @Starbucks for feeding my addiction! #coffeecooffeecooffe | Pos | Election |
| @starbucks where the fuck is my gold card? | Neg | Brand |
| Smoky loves my INDIVISIBLE bracelet!! â™« #Ivoted @Starbucks #mycatsaremybabies #furrymonster @BarackObama http://t.co/8XyzNebe | InDiff | Election |

| | | |
|--|--------|----------|
| Peppermint is back @Starbucks.. My life is complete! | Pos | Product |
| Have you voted yet? Our #1 Best Coffeehouse, @Starbucks is offering FREE "Indivisible" bracelets to those who voted! http://t.co/6JCOXJe9 | InDiff | Election |
| @Starbucks Didn't think u were taking away stars w/ the changes. Re-loaded last week ∓ whoosh went my stars to 1-System glitch? Emailed CS. | Neg | Tech |
| Need a dose of @Starbucks! | Pos | Brand |
| @Starbucks Thanks for the Indivisible bracelet! #election2012 | Pos | Election |
| @Starbucks Venice, CA store on Washington is the WORSE store I have been 2 in a while. NO BATHROOM 4 customers ∓ baristas w/attitudes? WTF? | Neg | Staff |
| @Starbucks changed my name to April haha #oops #justrollinwithit http://t.co/UmOoCFz6 | InDiff | N/A |
| @Starbucks WASSUP STARBUCKS | InDiff | Brand |
| NOBODY MESSES WITH MY @STARBUCKS STORE! Aka just fought a guy trying to steal bags and bags of coffee from my regular @Starbucks store. | InDiff | Staff |
| Starbucks is giving customers awesome bracelets! @starbucks #starbuckscard #starbucks #election2012 #indivis http://t.co/wocsBDoU | Pos | Election |
| @empreskristin you had to ask em, that's what I did after seeing a bag of the wristbands @Starbucks | InDiff | Election |
| . @Starbucks heard we were out of coffee. They offered it to us for free!!! Amazing!!!! #voteno | Pos | Brand |
| What is more interesting than how #nffc played tonight - That a med @Starbucks Gingerbread latte has more calories than a 25min light jog! | Pos | Product |
| Look what I got at @Starbucks today! #Election 2012 #ILoveFreeStuff http://t.co/a2U6V9kB | Pos | Election |
| @Starbucks @maddie_id that's so cool hahah | InDiff | N/A |
| Try Sleeping With a Broken Heart by @aliciakeys (at @Starbucks) â€” http://t.co/TjXqxtaW | InDiff | Personal |
| @starbucks I love you <3 | Pos | Brand |
| @a_manjee @starbucks we both had an earl grey latte today! | Pos | Product |
| @WYanish This one is going to be closer than Bush vs. Gore back in 2000, better get your fill @starbucks | InDiff | Election |
| @emitchell86 @Starbucks @katybowen95 @hollyautumn @_taylors19 make sure you drink your coffee/hot chocolate at boiling temperature! brrr! | InDiff | Product |
| Excuse me while I ball my eyes out. My favourite @starbucks mug just broke. Where can I find a replacement? http://t.co/EQjmfP8X | InDiff | Product |
| http://t.co/3LG3Fx0z @Starbucks | InDiff | Brand |
| I really want to try a peppermint mocha frappuccion from @Starbucks. | InDiff | Product |
| Thank you @Starbucks for my FREE bracelet for showing my I VOTED sticker!! http://t.co/sYE54AxP | Pos | Election |
| YUMMMM RED CUP challenge #cold #weekend #Starbucks #awesome #yummy #warm @Starbucks @Starbucks http://t.co/sZLPYUeL | Pos | Product |
| @Starbucks may as well just hire me now, i accept the job. #hotchocolate http://t.co/pv7xXB8v | InDiff | Product |
| #cool Look what I got for sporting my #IVoted #sticker @starbucks http://t.co/24n3E1Bg | Pos | Election |
| Enjoying some soothing Cinnamon Spice Tea from @Starbucks!! It's the perfect day for this!! #cold∓dreary | Pos | Product |
| Everything but a pumpkin spiced latte because the girl at @Starbucks is stupid and wouldn't give me my free birthday drink. So rude. | Neg | Staff |
| All of a sudden got a craving for something hot and chocolatey from @Starbucks | InDiff | Product |
| Scopia Demo Challenge: Register http://t.co/5nW2Y2OhA and If it takes >10 mins = you win \$10 to @Starbucks#videoconferencing | InDiff | Brand |
| I'm sorry but the @Starbucks gingerbread latte is nowhere near as yummy as @Costacoffee | Neg | Product |
| Walked into @Starbucks for a latte the other day ∓ was pleasantly surprised to find #theappoftheweek to be Great British Chefs. Great App! | Pos | Tech |
| Please go through the Cool Springs @Starbucks just so you can talk to the guy working the drive through. Hi-larious! #thanksformakingmelaugh | Pos | Staff |
| Honestly Caramel BrÄe Lattes just speak to me #soeffinggood #partyinmymouth @Starbucks | Pos | Product |
| Stop by @Starbucks, tell your barista you voted, and you'll be the proud new owner of @ Old Town Alexandria http://t.co/gj9oF0wk | Pos | Election |
| Just another day at @Starbucks. #Sheriff times 3! #CoffeeBreak http://t.co/cV0BekFU | InDiff | Personal |
| It's beginning to look a lot like Christmas! Via @Starbucks http://t.co/LnYYBCOr | Pos | Brand |
| @Starbucks how do we know which Starbucks are giving away the wristbands? | InDiff | Election |
| 3:30 is perfect time for some Thanksgiving Blend @starbucks. #hotcoffeeithcoolpeople. | InDiff | Product |
| @pandora is the only thing keeping me awake. in need of a @Starbucks intervention....@mollyreppen ? | InDiff | Brand |
| #coffee tasting w/ Tuan, tee tee, ∓ Anne #Thanksgiving blend with lemon loaf (at @Starbucks) [pic] â€” http://t.co/4KTvEjsM | InDiff | Product |
| At @starbucks â€” http://t.co/0F9QuCXW | InDiff | Personal |

| | | |
|---|--------|----------|
| Goals. (at @starbucks) â€” http://t.co/mKLoqVnM | InDiff | personal |
| So happy to see that @Starbucks already has holiday cups! | Pos | Product |
| @Smatson2007 and I just performed our civic duty as Americans... With @Starbucks in our hands too! http://t.co/VRrW810E | InDiff | Election |
| Here until 10:45! (at @starbucks) â€” http://t.co/n6iWhfqF | InDiff | Personal |
| In the mood for a White Chocolate Mocha from @Starbucks ...anybody wanna buy me one? I'll Love you Forever! | InDiff | Product |
| First red cup of the season! @starbucks http://t.co/UVkLXbCw | Pos | Product |
| . @_theGrove is tonight! 7pm and hang time @Starbucks by King Soopers after. Come join and let's fix our eyes on Jesus. http://t.co/RSYrRzJO | InDiff | Personal |
| Love love love that @Starbucks red cups are back #besttimeofyear | Pos | Product |
| @_PrissyPants @_smartblonde @starbucks same! That's so awful!! | InDiff | N/A |
| Thanx @frappuccino @starbucks. :(good to know I recently bought expired coffee and drank a little bit... # http://t.co/eFzTS4hZ | Neg | Product |
| I went to @Starbucks today and got a #pumpkinspice latte that is about as productive as this day will get for me. | InDiff | Product |
| Showing support! #togetherpartner @starbucksjobs @starbucks #Indivisible #Bracelet #Election #Day #Create #Jobs http://t.co/nPi8Juac | InDiff | Election |
| #spidey walks into @starbucks and all the girls walk out | InDiff | N/A |
| Day 6: I am thankful the red cups are back @Starbucks. Also thankful I had a #Gingerbreadlatte while I wait http://t.co/Z3GtJY8U | Pos | Product |
| Off to work. Hopefully stopping at the @Starbucks next door and grabbing one of those nifty bracelets. | InDiff | Election |
| @_SmartBlonde @midwestprobs @starbucks I'm SUPER upset for you! | InDiff | N/A |
| Got my free "Indivisible" bracelet from @Starbucks with my voting sticker! ðŸ”” http://t.co/sc5570HK | Pos | Election |
| Coffee is my life! @starbucks #coffee #Starbucks #evileye #judithripka #red #rednails #redmanicure #redlips http://t.co/gH55QO4X | Pos | Product |
| Pumped my a/c so I could enjoy my @Starbucks salted caramel hot chocolate http://t.co/3FHYDQwz | Pos | Product |
| I got mine thanks to @KatieElizabet tweeting that @Starbucks was giving them away in honor of #election2012 http://t.co/AxMOVUJL | InDiff | Election |
| Something looks wrong! @starbucks http://t.co/0xftEYX | InDiff | Brand |
| Starbucks treat for those who voted today! â™•️ @Starbucks http://t.co/aO5flukJ | Pos | Election |
| Thanks @starbucks for the patriotic arm swag today! #election2012 #indivisible http://t.co/Xnye8UMI | Pos | Election |
| Wish I could afford a \$5 cup of @starbucks coffee right now #brokeprobs | InDiff | Brand |
| All I wanted was a holiday cup. Thanks @starbucks for ruining my Christmas cheer http://t.co/UHG7KcPW | Neg | Brand |
| I'm starting to think that I'm taking too many pics of my @Starbucks ... #red #oxblood #holidaycup #fall #au http://t.co/go5CmPQA | InDiff | Brand |
| @Starbucks beverages home at the touch of a button with the all-new Starbucks Verismo. http://t.co/r7OPDe13 yes please! | Pos | Product |
| @starbucks #cakepops might be the only thing to brighten my day http://t.co/rGnjame9 | Pos | Product |
| @Starbucks I went to my local Starbucks and they were no ware of the wristband giveaway. | InDiff | Election |
| @becca_meyers Have you had the @Starbucks salted caramel mocha? It is life changing I tell you! Life changing. | Pos | Product |
| Anyone else feel #fancy with a red lipstick imprint on their @starbucks red cup? http://t.co/m6xjHuwW | InDiff | Product |
| @TARALiSAMARIE @starbucks If you're not at #UniversalFlorida, then perhaps search online for the nearest one...? | InDiff | Brand |
| Hanging out w/ #spidey @starbucks. Fyi he dont have any bottom teeth | InDiff | N/A |
| At Starbucks for my daily coffee â™•️ @Starbucks | InDiff | Product |
| @nicoleandbri @Starbucks lucky i will go get one right know | InDiff | Personal |
| Stopped by @Starbucks for lunch and got my FREE Indivisible bracelet. #election2012 http://t.co/faia8iM2 | InDiff | Election |
| Live coverage of the election via @Starbucks tip jar. Obama currently leads but there are many undecided. #Election2012 http://t.co/iWn4aef3 | InDiff | Election |
| @Starbucks I don't drink coffee :(can you guys buy me tea? Lol | InDiff | Brand |
| *sigh* this really cute girl at @starbucks was crying for some reason,so I bought her a pumpkin scone.felt bad/ | InDiff | Personal |
| Totally ran into @PattonOswalt at the @Starbucks in #CulverCity this morning... Nice, polite & looked like this! http://t.co/7oHeiQPP #VOTE | InDiff | Personal |
| hey @starbucks thanks for the free bracelet! | Pos | Election |
| @Starbucks the 4:00 baristas in Boston's Longwood Medical Area are delightful! | Pos | Staff |
| The caramel brulee latte from @Starbucks is nailing it! #newaddiction | Pos | Product |

| | | |
|---|--------|----------|
| @Starbucks http://t.co/qVISl80k In honor of the GINGERBREAD LATTE! Yes all caps were necessary. Pls RT :) | Pos | Product |
| Happy @starbucks Caramel BrÄÃ©e lattes are back. http://t.co/X39qoVEa | Pos | Product |
| @Starbucks omg I want a free drink hahah | InDiff | Brand |
| @MidwestProbs @_PrissyPants I'm way more upset than I should be about a @Starbucks rope bracelet. | InDiff | Election |
| @Starbucks sure(| InDiff | N/A |
| ..@pinksugacupcake Looks gorgeous on your hand with your #holiday @starbucks cup :) | Pos | Product |
| @Starbucks I love you starbucks more than any boy in the world u got my back | Pos | Brand |
| Looking forward to wearing #RED @Starbucks aprons at work this time next week! :D Missed out on it last year! #ItsTheLittleThings | Pos | Staff |
| @Starbucks :o , thats sweet!(| InDiff | N/A |
| @Starbucks :(no wristbands at my Starbucks | Neg | Election |
| @iKim22 @starbucks that's actually quite cool | InDiff | N/A |
| Could really do with a gingerbread latte @Starbucks | InDiff | Product |
| Holiday cups from @Starbucks http://t.co/00Wu2ExB | InDiff | Product |
| dumb @Starbucks barista didn't give me lactose-free milk. terribly hurting right now. :(the worst #dontthetemebecauseimintolerant | Neg | Staff |
| 82 degrees in Chico in November...I think I just might order a coffee frappuccino in a @Starbucks holiday red cup. | InDiff | Product |
| is @starbucks open today | InDiff | Brand |
| The @starbucks Christmas cups are out. My day has a whole new meaning | Pos | Product |
| Earned this today (at @starbucks) [pic] â€” http://t.co/hH0HZdys | InDiff | Product |
| @iKim22 @Starbucks they just gave it to you? doesn't that defeat the purpose? Is that Romney's new plan? | InDiff | Election |
| OMG they have the CREME BRULEE LATTE now @Starbucks #tistheseason #drivethru #burr | Pos | Product |
| Thank you @starbucks for the free Election Day bracelet! http://t.co/cUMAtSkW | Pos | Election |
| @PerfectlyJenn @Starbucks love the ink on the foot and the shoes too, where from | InDiff | N/A |
| @Starbucks who is running this page? Smh | Neg | Brand |
| #Elections2012 #VoteDecider RT "@iKim22: Look what @Starbucks gave me. Thanks guys! http://t.co/HPTvL5fo " | InDiff | Election |
| @iKim22 @Starbucks I wanted one, and they told me I had to buy it?! (1100 5th Ave NYC - location) | Neg | Election |
| Free #createjobs bracelet at @starbucks today when you show your #ivoted sticker! ðŸ™ƒðŸ™ƒ, http://t.co/pAstZnwR | Pos | Election |
| This caramel brÄÃ©e latte from @Starbucks is giving me so much life right now!!! | Pos | Product |
| Thanks @starbucks! http://t.co/QKjpkJyn | Pos | Brand |
| I've been to 4 @Starbucks today and still no #indivisible bracelet. so disappointed | Neg | Election |
| @Starbucks ily | Pos | Brand |
| Hanging out with my love on our 13th anniversary! (with Scott at @Starbucks) â€” http://t.co/CiOu1OBd | InDiff | Personal |
| A cool day in Winnipeg but warm stuff in the cup! #redcupchallenge @StarbucksCanada @Starbucks http://t.co/VwSBYOJM | Pos | Product |
| Trying some new treats... @Starbucks #refreshers http://t.co/kVCUjLQX | InDiff | Product |
| @Starbucks HEY STARBUCKS:D | Pos | Brand |
| @anna_telling @Starbucks asdfghjkl; CHRISTMAS! â™ƒ | Pos | Brand |
| Special thx to a few GENEROUS sponsors @DieselCanada @Table17 @DavidsTea @Starbucks @HarryRosen for @GiftsThatgives event @nyood | InDiff | Brand |
| @Starbucks red cups. â€” | InDiff | Product |
| Look what @Starbucks gave me. Thanks guys! http://t.co/hye5dnJM | Pos | Election |
| @KatieElizabot @Starbucks i got the last one they had. Thanks for tweeting this so i could get one! | Pos | Election |
| I'm dumbfounded that @starbucks spelt my name right. I paid with cash. How'd they know?! http://t.co/MxGwlyed | InDiff | Staff |
| Go to @starbucks today, prove that you voted, and get a free INDIVISIBLE wrist band. fan video: http://t.co/qJX7VIEj http://t.co/m8B4Z9sR | InDiff | Election |
| @Starbucks joy tea is the absolute best | Pos | Product |
| @BrendanPFarrell @Starbucks #firstworldproblems | InDiff | N/A |

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|---|--------|----------|
| @Starbucks OPEN A STARBUCKS IN DANVILLE, KY PLEASE!! k thanks | InDiff | Staff |
| Peppermint mochas are at @Starbucks now | InDiff | Product |
| Happy that the holiday drinks are back at @Starbucks! Enjoyed my skinny Peppermint Mocha this morning&It,3 | Pos | Product |
| So disappointed, went to get my #indivisible bracelet this morning at @starbucks apparently they don't send them to Podunk South Dakota! | Neg | Election |
| Apparently my Master's from NU @NUalums, 20+ years work experience w/5 years retail experience doesn't qualify me for position @starbucks! | Neg | Brand |
| I am having a major @Starbucks craving!! ðŸ™•«ðŸ™•© | Pos | Brand |
| My aunt came & cleaned our house, watched Ari while I went to @starbucks & took us to lunch. I'd say it's a good day. :) I'm feeling good! | InDiff | Personal |
| @juanalejandrock @mariahln @sarahtrran and I are going to try that after lab! @Starbucks | InDiff | N/A |
| @Starbucks Starbucks in canal Winchester Ohio is all out :-(| Neg | Staff |
| .@Starbucks pop-up shop - "Learn More about lattes" > Nendo @designboom http://t.co/uiuPQ1fs #design #innovation | InDiff | Brand |
| @Starbucks mobile app showed me I had a message, but there was nothing except the realization my stars to Gold are at 0. Disappointing :(| Neg | Tech |
| I guess bad #coffee can make you do that "Woman Arrested for Allegedly Masturbating in a @Starbucks" http://t.co/c5vnn3W0 | Neg | Brand |
| @Starbucks Why didn't I get a red cup?? This boring white cup ruined my afternoon. #bummer | Neg | Product |
| @story_of_amber @dtanti78 @starbucks @ejprece may leave the extra shot, as I want to sleep tomorrow nite!! lol cheers | InDiff | Product |
| Got a @Starbucks and they didn't write my name on my cup. :(| Neg | Brand |
| Thank you @Starbucks for my neat free Indivisible bracelet today!Get out there & vote, America! Civic duty completed! http://t.co/u2bcclm | Pos | Election |
| @Starbucks so It's day 2, same store - Queen and Yonge and the flies are still there - more puke! | InDiff | N/A |
| Honestly I have had the most incompetent @Starbucks baristas today, my order isn't hard #blacktea | Neg | Staff |
| Its so cold in Boston today. First peppermint mocha of the season :) @starbucks | Pos | Product |
| Just sitting @Starbucks enjoying a Carmel brÃ»lÃ©e with @Kay2012la life is good. | Pos | Product |
| Barista @starbucks just asked me if I wanted my light iced drink...hot or iced. Really bro?! | Neg | Staff |
| Happy election day from @Starbucks http://t.co/n6Zr3OxC | InDiff | Election |
| I voted, got @Starbucks, and they gave me a free bracelet! Not even mad they spelled my name wrong #GoAmerica! http://t.co/oGZpCOZx | Pos | Election |
| Today is a good day! ðŸŽ‰â••ðŸ™•ðŸ™• @starbucks http://t.co/coC2Luiq | Pos | Brand |
| @Starbucks i'm just chilling waiting for you to follow me lalala | InDiff | Brand |
| @joesahfeen @starbucks got my free bracelet. Sucks about yours. | InDiff | Election |
| @Starbucks at the storehouse. #Election2012 | InDiff | Election |
| @starbucks advent calendar?? Could anything be more 100% made for me http://t.co/5F7ASbFH | Pos | Tech |
| I'm in love with caramel brÃ»lÃ©e lattes from @starbucks | Pos | Product |
| @GinaSteinhilber I want my @Starbucks ! | Pos | Brand |
| Everything about @Starbucks during the Christmas season makes me happy. Drinks, food, decorations #bestseason #loveitall | Pos | Brand |
| @Starbucks Thanks! | Pos | Brand |
| @MKEConsumer @krittibug got my free @starbucks wristbands (4 of them) | InDiff | Election |
| @zoesevil @dtanti78 @starbucks @ejprece toffee nut latte with an extra shot!! #YumYumBubbleGum | Pos | Product |
| Gearing up with some @Starbucks for a long #election2012 night. Also, loving the free #Indivisible bracelet! #AmericanFirst | Pos | Election |
| @Starbucks i'm eleanor so follow me | InDiff | Brand |
| @MyMelodie @Starbucks Luddite. | InDiff | N/A |
| @Starbucks follow because i can't get 1/5 | InDiff | Brand |
| @Starbucks I went to my local Starbucks and they didn't have any. | InDiff | Election |
| @lauradavis @starbucks hugs | InDiff | N/A |
| The @Starbucks Barista that just gave me his tea mix suggestions could run the world...absolutely fabulous customer service. #Starbucks | Pos | Staff |
| It's red cup time at @Starbucks :) http://t.co/X0u2u3YR | Pos | Product |
| runnerstales: #finsphotoaday #november 6: a favorite thing (my afternoon @starbucks coffee) http://t.co/M9B3uUdv | InDiff | Personal |

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|---|--------|----------|
| @lizkeech1 @starbucks ok cheers Liz | InDiff | N/A |
| @Starbucks I love you. #lifesaver #whatwouldidowithoutyou #collegestudent | Pos | Brand |
| Grabbing a little coffee @starbucks w @ValaAfshar @akafel http://t.co/aAv6Kq4p | InDiff | Personal |
| #redcup #starbucks @starbucks <3 ginger bread latte.. #heaven http://t.co/XP7SPmlm | Pos | Product |
| can @starbucks cater my wedding? no food, just drinks. ok, maybe some cake pops too. | Pos | Product |
| @davedelaney How about a @Starbucks card? | InDiff | Brand |
| But I'm partly to blame. Shoulda confirmed with The Powers That Be: @Starbucks HQ. My bad! | InDiff | N/A |
| First eggnog latte delicious!! #love @Starbucks | Pos | Product |
| Just bought the new cd of #celinedion :) & was so happy to see my friend @somewhite at the @Starbucks too ;) | InDiff | Personal |
| @Starbucks :) redcup. Salted Caramel Hot chocolate for Kayla :D http://t.co/zJx4AcDQ | Pos | Product |
| @Starbucks was fast for a change? I could get used to this. #payandgo | Pos | Brand |
| Looks like I'm gonna be @Starbucks all night finishing this homework | InDiff | Work |
| @Starbucks why dont you do delivery? | InDiff | Brand |
| @Starbucks are you still giving away your free bracelet to voters? | InDiff | Election |
| You get a bracelet because you're an awesome American! -sarcastic @Starbucks employee | Neg | Staff |
| Has anyone tried @Starbucks @StarbucksCanada Eggnog latte? I'm scared to try it but I want to | InDiff | Product |
| My sincere apologies. Free coffee to the voters has been @Starbucks policy for several years, and even broadcasters mentioned it today. | InDiff | Election |
| .@richsullivan @starbucks they're all using it as a co-working space or applying for jobs (or both) ;) | InDiff | N/A |
| @Im_Ur_Fave δÿ~,YAAAAAY!!! ANY time!! δÿ~ŠMy Gingerbread is def the pick me up I needed!! @Starbucks δÿŽ,â• | Pos | Product |
| @Starbucks you pissing me off! Fix yo damn Internet! | Neg | Tech |
| @nicoleandbri @Starbucks. #ivoted too. :-) | InDiff | Election |
| @Starbucks is the skinny peppermint mocha gluten free? | InDiff | Product |
| I voted, got @Starbucks and listened to @MumfordandSons on repeat all day!! BEST DAY EVER!! http://t.co/B7zsyIk2 | InDiff | Personal |
| @Starbucks I voted! http://t.co/sQwQBEP | InDiff | Election |
| Pretty happy to get free coffee from @Starbucks to help pass time in the voting line that didn't even exist! #Vote | Pos | Election |
| Pumpkin spice from @Starbucks is the shizz | Pos | Product |
| Ah, an Election Day misfire... @Starbucks is NOT giving free coffee to voters this year. They are giving away red, white & blue bracelets. | Neg | Election |
| @Starbucks Thank you for the free Election Day bracelet! Its very good quality!! #FREE | Pos | Election |
| Man @Starbucks over here trippin! Wtf | Neg | Brand |
| @Starbucks "@HTC_Sarah don't forget to grab your #indivisible wristband." - I will ask for one! Thanks! | Pos | Election |
| @zoesdevil @Starbucks Gingerbread Latte or Peppermint Mocha if they're doing them! #yum :-) | Pos | Product |
| My throat is aching like a & #*#Äÿ ...a nice hot cocoa before bed, in my awesome @Starbucks mug :) | Pos | Product |
| Who wants to bring me something from @Rhino_Coffee or @Starbucks right now?? | InDiff | Brand |
| Coffee time ! @Starbucks http://t.co/VlhieHwf | Pos | Product |
| @MSMommyLife @Starbucks @MicheleSaldana I actually said "sometimes I use 3 gadgets" LOL. THANK You again for coming to my yoga class on Sat | InDiff | Personal |
| @JsinGood @Starbucks the guy also happened to be reading the newspaper. #oldschool | InDiff | Personal |
| Does anyone wanna come get me on campus and take me to @Starbucks? δÿ'šâ• | InDiff | Personal |
| #brandL.love :) @starbucks @EvolutionFresh http://t.co/dMzyBSJ8 | Pos | Brand |
| Chillin at @Starbucks drinking a White Chocolate Mocha Latte before work. â• | InDiff | Personal |
| @nicoleandbri @starbucks made in china? Malaysia? | InDiff | N/A |
| Mmmmmmm #GingerbreadLatte @Starbucks :-) :-) :-) | Pos | Product |
| Shocking!! Out of coffee Again in Denville, NJ. @Starbucks (@ Starbucks) http://t.co/tyaUIXff | Neg | Staff |
| Had a @Starbucks on a plane. ON A FRICKIN PLANE! | InDiff | Brand |

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| I Voted, Didnâ€™t get a sticker but I got an Awesome bracelet from @Starbucks . #IVoted #GoVote | InDiff | Election |
| @lauradura3 @Chloelala22 @Starbucks thank you so much! | Pos | Brand |
| @jennaseeb @Starbucks TAKEME | InDiff | N/A |
| Need @Starbucks! #saltedcaramelmocha | Pos | Product |
| When did @Starbucks stop giving you a free drink with the purchase of a reusable mug?! | InDiff | Brand |
| @Starbucks you should be honored to have @Harry_Styles follow you | InDiff | Brand |
| @athappyhr ha! And I hope they never do. If they haven't sued @Starbucks - think our local restos should be safe. ;) | InDiff | Brand |
| @matlea25303 @Starbucks #goodstuff | Pos | Brand |
| Thank you @meganmangan for my new fave @Starbucks drink - Caramel Brulee in a red cup. Perfection. | Pos | Product |
| @Starbucks run? Yeah I think so!!! | Pos | Brand |
| Throwing on some clothes just so I can run down to @starbucks to get a free bracelet. | InDiff | Election |
| I could go for one of these right now... @Starbucks @StarbucksCanada http://t.co/Je2mQZGY | InDiff | Product |
| Holiday drinks are here @starbucks you rock #EggNogLatte ðŸ’• | Pos | Product |
| @conley0255 @starbucks right there with ya! | InDiff | N/A |
| Gunna go to @Starbucks â™’ #AloneOfCourse | InDiff | Personal |
| Funny, they endorsed O @DKinnamon: Barista at @Starbucks "Mitt going to win tonight? I want a real job after college." http://t.co/O6PLLGLK " | InDiff | Election |
| You know the holidays are around the corner when @Starbucks brings these out. http://t.co/9bIFrXg4 | InDiff | Product |
| Wondering why @Starbucks charges more for iced coffee than hot coffee. Are 6 ice cubes really worth 30 cents? | Neg | Product |
| Just got my free bracelet from @starbucks for voting. http://t.co/xWPNPE7M | InDiff | Election |
| @AlyciaNBCLA @Starbucks hope no one said anything to you!!! Channel 4 crew in the morning, u guys rock!!! | InDiff | N/A |
| If the cup looks like this, it must be official! @starbucks #holidaysarehere http://t.co/xd7M0oBG | Pos | Product |
| I know the difference between need and want. And I NEED the new Verismo System from @Starbucks. Yes I do! :) http://t.co/YDDht3R5 | Pos | Product |
| @sophieparshall @Chloelala22 @Starbucks We followed these instructions :) http://t.co/FqR4tpRZ | InDiff | Brand |
| . @Starbucks is giving away free wristbands today in honor of #Election2012! http://t.co/UoCI2pID | Pos | Election |
| I voted :-) and got a cool bracelet from @Starbucks #GoVote http://t.co/U4ZQPeq6 | Pos | Election |
| Gotta love @Starbucks ! #yum <3 | Pos | Brand |
| Survived my first solo skywalk experience without getting *too* turned around. I think I'm going to reward myself with @Starbucks | InDiff | Brand |
| #peppermint mocha from @Starbucks! Used the free drink reward on my @StarbucksCard ! | Pos | Product |
| Just finished voting, now headed to @Starbucks! | InDiff | Election |
| Thanks @starbucks for the #jobsforusa bracelets!! @hmcaneat â€œðŸ’™ðŸ’šðŸ’š, http://t.co/tko2PtME | Pos | Election |
| ugh craving a pumpkin spice latte like a pregnant woman #psl @Starbucks | Pos | Product |
| @fromdome @Starbucks I agree with that idea. Push notification for free drink earned would be great | InDiff | Tech |
| @maddrummm @Starbucks I got one too! They're awesome | Pos | Product |
| Free #indivisible bracelet from @starbucks! http://t.co/5E1seeQp | Pos | Election |
| @Starbucks hey - I have tweeted you twice now - why no reply ? Who do I talk to about why my \$ hasn't shown up on my Starbucks card? | Neg | Brand |
| Who has local election deals today? So far we've heard about a few @Starbucks @thehungrycat @SassafrasHW anywhere else? | InDiff | Election |
| The next best thing to @Starbucks... #NatraBoost #GreatProduct #One24 http://t.co/dPjF1Pd6 | Pos | Brand |
| @Jessehazen @starbucks send me some please!!!! :) lol | InDiff | Brand |
| Hot chocolate and scones @starbucks ! Comfort food for my broken laptop. | Pos | Product |
| Ask for the "voters' giveaway" at @starbucks today & get an INDIVISIBLE bracelet for free! http://t.co/5EWJbqX6 | InDiff | Election |
| U R MY ONE AND ONLY U HAVE SAVED ME SO MANY TIMES ILY @Starbucks | Pos | Brand |
| Can't wait to get a Caramel Brulee Latte at @Starbucks after voting and get a complimentary bracelet thingy lol | Pos | Product |
| Just some light reading @starbucks with amybuehler http://t.co/J448EwqH | InDiff | Personal |

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| @AnneElisabeth I think so. Starbucks posted it on their FB page yesterday. @Starbucks Any location for the free bracelets today? | InDiff | Election |
| @nicoleandbri @Starbucks Everybody is asking you for who you voted, but they shouldn't ! I personal =P | InDiff | Election |
| Listening to @backstreetboys while checking out the election coverage and drinking my peppermint mocha from @Starbucks | InDiff | Personal |
| So goodbye, @Starbucks I've had it with the poor customer service. I could forgive the sarcastic 'tude from the barista last week, but this? | Neg | Staff |
| I VOTED... #Teachers #UTLA #Barack #obama2012 @starbucks #create #jobs #bracelet #in http://t.co/5OqH5Ksu | InDiff | Election |
| No-one's hacked Harry, he hasn't followed since @Starbucks | InDiff | Brand |
| @Starbucks the starbucks in dc didn't give me a wristband...#sad | Neg | Election |
| Got a free bracelet @Starbucks today because I #voted! Thanks @Starbucks ! #HappyElectionDay! | Pos | Election |
| Ordered grande and they gave me a venti â°â° @starbucks | InDiff | Product |
| Red cup season at @Starbucks :) #peppermintmocha | Pos | Product |
| @nicoleandbri @starbucks Cute Sunglasses! | InDiff | N/A |
| Red cups. As much as I'd hate to admit it, I guess the holidays are here... @starbucks http://t.co/Pc8fmBUL | InDiff | Product |
| Alright tweeps don't forget to go to @Starbucks for your free bracelet after voting #Election2012 http://t.co/02mmZS0R | InDiff | Election |
| .@Starbucks has created God's gift to Kelsey B. Jones - PEPPERMINT MOCHA VIA COFFEE. #HolidayCoffeeWin #MustFind #MustTry #MustHave | Pos | Product |
| Has had Good Day 2day Went to @MetroCenter To shop lols had Yummy@Burgerking then later I had @Starbucks Toffee Nut Latte :D Gd Day x | InDiff | Product |
| @Chloelala22 @Starbucks @lauradura3 how did you make them? #amazing #obsessed | InDiff | N/A |
| @richsullivan @Starbucks or finish their damn novels already. | InDiff | N/A |
| Peppermint mocha @Starbucks #tistheseason #almost | InDiff | Product |
| @nicoleandbri @Starbucks are you nicole or brianna lol | InDiff | N/A |
| Red, white, blue & a free bracelet. @Starbucks #indivisible #ivoted #election2012 http://t.co/ILIH1kwB | InDiff | Election |
| @MyMelodie @Starbucks Let him know, you are using even more than he is aware of... :) @MicheleSaldana. Awesome Melodie, it's all you!! | InDiff | N/A |
| @nicoleandbri @Starbucks So nice of them! What did you get from there? :) | InDiff | Brand |
| Just voted!!! And @Starbucks gave me a free bracelet for votin' N #ivoted http://t.co/D4WYyEFD | Pos | Election |
| It's the most wonderful timeeeee of the year, been a year my sweet gingerbread latte. #RedCupsChallenge @Starbucks http://t.co/aFw13370 | Pos | Product |
| @cheleybelly @Starbucks very cool! Did you buy or win it | InDiff | N/A |
| @Starbucks Instead of hating those whose opinions differ,celebrate living somewhere that allows u to express an opinion at all! #indivisible | Neg | Election |
| I love mocha at @starbucks @nyc | Pos | Product |
| Thanks for the Election Day swag @starbucks! #merica #leslieknopeapproved http://t.co/wNUKKQUC | Pos | Election |
| @krem2danielle knock it outta the park on the west side!! @Starbucks @krem2 @NWCN | InDiff | Brand |
| The "Thanksgiving Blend" coffee at @Starbucks is my new favorite! Can we have it all year? | Pos | Product |
| #Election2012 bracelets free at @Starbucks today!! Fueling up for #waelex coverage all night on @krem2 @NWCN! http://t.co/qsEPxBCM | Pos | Election |
| thank you for the free birthday drink & the awesome Indivisible bracelet, @Starbucks! :) | Pos | Election |
| @AdamSoucie I only had to wait 5-10 minutes and then went across the street to @starbucks :) | Pos | Brand |
| I voted @tonibraxton and got hooked up @Starbucks this morning! http://t.co/ZpUdD17U | InDiff | Brand |
| Guy @Starbucks just told me he thinks I'm using too many gadgets at once. Using my laptop/phone simultaneously. "You have to use 2 of them?" | InDiff | Personal |
| koffie & cigaret. creation & passion. #goodmorning #goedemorgen @starbucks http://t.co/Rh2N1nOq | InDiff | Brand |
| I wish @Starbucks would follow meee :(| InDiff | Brand |
| Thanks @starbucks for the super patriotic #indivisible bracelet! I'm wearing it proudly. #vote http://t.co/ga4hLLpb | Pos | Election |
| Got my free INDIVISIBLE bracelet @starbucks! Thanks! #ivoted #election2012 http://t.co/pt8TFiSZ | Pos | Election |
| Do all @starbucks locations make green tea lattes w/ the box mix now? Doesn't taste the same. Bleh. | Neg | Product |
| @nancycasanova @starbucks yup. I have one. :) | InDiff | N/A |
| @Starbucks white chocolate mocha with raspberry #Heaven #MustTry | Pos | Product |
| Changing my party affiliation to @Starbucks Pumpkin Spice #election2012 | InDiff | Election |

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| Loving the red cup! @starbucksCanada @starbucks http://t.co/OuiHMiVd | Pos | Product |
| Today's #Freebie Find: #FREE Indivisible Wristband today only @Starbucks http://t.co/OWLmDL4k | InDiff | Election |
| @Starbucks I have been to two differet Starbucks today (once at 8:30 AM and again a few minutes ago) and did not get a free bracelet. | Neg | Election |
| If I see you in @Starbucks I will cut you. #tax | Neg | Personal |
| I cant wait for to first day at work on monday. @Starbucks seems like such a fun place to work. | Pos | Work |
| Lady in front of me paid for my drinks @Starbucks so I paid for the lady behind me. First time that's ever happened to me! | InDiff | Personal |
| @panerabread That's okay. I'll just have to go work somewhere without a limit. I have a lot more than 30 min of work to do. @starbucks ... | InDiff | Work |
| Happy Election Day! Enjoy #ElectionDay freebies from @OliveGarden, @Starbucks, @JetBlue + More! -- http://t.co/HtixN7Ku . | InDiff | Election |
| Cannock lads enjoying their Starbucks before training @CannockHockey @Starbucks @jfair25 http://t.co/ZVsu2wwR | InDiff | Brand |
| all I care about is the fact that its red cup seasons at @Starbucks | Pos | Product |
| @jillhanner @Starbucks haha! say hi to ur mom :) did u girls go vote together? | InDiff | Personal |
| Thought about instagramming my "I Voted" sticker on my @Starbucks coffee cup, just for the sake of being the epitome of all that is cliche. | InDiff | Election |
| Best lunch ever. Chicken Noods, Philly Roll, and @Starbucks Chai Tea @la_la_la_lisa @jessietrager #nomnomnom | Pos | Product |
| @Starbucks you made my latte and my day! Thanks for the nice little bonus today! http://t.co/qZxtYckc | Pos | Product |
| Even the @Starbucks lady voted. #DontBeLazy #ElectionLiveTweet http://t.co/01o18Sup | InDiff | Election |
| @Starbucks is playing a @HotelCostes mix. Ah, lovely memories of days gone by. | InDiff | Staff |
| Brought @starbucks to the polls, but was in and out before I could even drink it. #election #efficient http://t.co/yi4ZDnMd | InDiff | Election |
| It's officially my third month with @Starbucks and I'm still loving it! Peppermint mocha celebration drink :-)) http://t.co/lopwLiNN | Pos | Product |
| @Starbucks follow back?? â• | InDiff | Brand |
| @TARALiSAMARiE @Starbucks sorry hun but thats the worst coffee lol | Neg | Product |
| @starbucks #starbucks got mine #winning http://t.co/oQCH2KEb | Pos | Brand |
| #ivoted, and it's a secret. Thanks for the complimentary bracelet @starbucks! http://t.co/Cxuan1hB | Pos | Election |
| Live, love and @Starbucks | Pos | Brand |
| @AmyGBayliss @socialsavvymom @starbucks I am ALL over another coffee date! Since y'all have the kids, I'll work around y'all :) Good times! | InDiff | Personal |
| My @Starbucks is out of those bracelets. Flop. | Neg | Election |
| Went out to 5 different @Starbucks this morning/afternoon to get a bracelet. Came up empty handed :-(| Neg | Election |
| @AnneV: The Starbucks red cups are back!! That means it's officially the holidays right?? :) @Starbucks@// hell yeah! http://t.co/IPyOGKtV | Pos | Product |
| Election Day is awesome. Got a free jobs for USA bracelet with my thanksgiving blend and marshmallow square from @Starbucks #thanks | Pos | Election |
| Free cookie from chick-fil-a and bracelet from @starbucks Anyone want to one up them with fre @ Haywood Mall http://t.co/13pFIR1V | InDiff | Election |
| @Alaina_Stevens is that the wristband @Starbucks is giving away today? | InDiff | Election |
| @KentHermes @seattlebusiness @seattlecenter @Social3i @Starbucks @stevecla thanks Kent! | InDiff | N/A |
| I could so go for a @Starbucks #GingerbreadSpiceLatte. | InDiff | Product |
| Thank you @Starbucks for the #indivisible wristband. Regardless of the outcome, we are one nation! #chsvote #ivoted http://t.co/PBcFRcR1 | Pos | Election |
| I voted for @Starbucks red cups all year long! #spreadthecheer | Pos | Election |
| @soolovesbacon Most @Starbucks locations are giving them out when you buy something! (If they haven't run out) | InDiff | Election |
| @Starbucks I took my sick son for a peppermint mocha! #RedCupChallenge http://t.co/qTNbiDat | Pos | Product |
| I haven't had my @Starbucks yet :/ | InDiff | Brand |
| My Starbucks Rewards @Starbucks http://t.co/X34ZOBuY | InDiff | Brand |
| Hey @Starbucks I got my free a #Indivisible bracelet today! #Election2012 http://t.co/9NBucNKA | Pos | Election |
| @lwrocks @Starbucks They gave me a free wristband. | InDiff | Election |
| @starbucks canada Is it possible to wait with the Christmas cups till Remembrance Day is over? | Neg | Brand |
| @Starbucks Five George Washington University students showing their pride! http://t.co/St013Wjy | InDiff | Election |
| @cram_101 thanks for the @Starbucks #giftcard !! | InDiff | Personal |

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| @TweetSweetTara @starbucks I want one! How'd you get it?! | InDiff | Election |
| #ivoted...and was able to pick up @Starbucks on the drive back. Excellent. | Pos | Election |
| Will @Starbucks give me free tea today? I don't like coffee. | InDiff | Product |
| #RedCupsChallenge @Starbucks @starbucksCanada http://t.co/wxmb0uMe | InDiff | Product |
| @TARALISAMARIE Me too!!! But I'm on a diet to get back into fighting shape....no @Starbucks for me! | InDiff | Personal |
| @gibbs12 got a sticker from the polling place and bracket frm @Starbucks | InDiff | Election |
| @lara_grant @starbucks How'd you get that?! | InDiff | N/A |
| @dtanti78 @starbucks @ejpreece I talk enough as it is, if I had extra, Zoe would have to knock me out to shut me up, I'd do her head in! lol | InDiff | Personal |
| Productive time at @starbucks http://t.co/xra1jJjj | InDiff | Work |
| @Starbucks I went earlier and they didn't give me one, I'm so disappointed D: | Neg | Brand |
| @MSDunbar NEVERMIND!Ask and ye shall receive@Starbucks http://t.co/EoBIEj8Z | InDiff | Election |
| @starbucks are you kidding????!!!! \$4.50 for this????? and i haven't had a single sip? are. you. kidding. http://t.co/4K0QqLL1 | Neg | Product |
| @Ejpreece @starbucks that sounds nice , I think i will be trying them both then!! lol cheers | InDiff | Personal |
| I have @Starbucks and chocolate chip cookies from @WholeFoodsLTR, I think I am ready for Election Newscasts #ProducerProblems | InDiff | Work |
| @tdrooker @Starbucks I know right?! I'm upset though because they ran out of the bracelets lol ðŸ™ˆ | Neg | Election |
| @Starbucks Consider adding iPhone app alert when I earn free reward drink? Apparently one expired and I didn't even know I had it! No fun. | Neg | Tech |
| Thank you @Starbucks for my free coffee since I went for my office and for my free #Indivisible bracelet! #Election2012 | Pos | Election |
| @TARALISAMARIE @Starbucks I live near one. Keep telling you i'll get you one | InDiff | Personal |
| @jose_orihuela @Starbucks @UrbanOutfitters I know how to take my patriotic advantage. | InDiff | Election |
| I really need this sore throat to go away...hoping some yummy hot coffee from @Starbucks will help with that :) | Pos | Product |
| Thank you @Starbucks for keeping me awake and alive today. Today is definitely a day that I need coffee!!! #Sleepy #Coffee #Best #Latte | Pos | Brand |
| @Starbucks thanks for the bracelets that are helping create jobs! Everyone make sure you #GoVote #Election2012 http://t.co/Ycgd8qQx | Pos | Election |
| This week's blog: How @Starbucks is delivering on their brand promise http://t.co/QIGIf6IT | InDiff | Brand |
| Photo: @starbucks thank you =] http://t.co/3QAans3a | Pos | Brand |
| I thought @Starbucks was giving away free coffee to people that voted today...I guess I was misinformed. :(| Neg | Election |
| @MSDunbar @starbucks CRUD! No bracelets at Jax :(Guess I'll just be happy with my skinny cinnamon dulce latte ðŸ™ˆ | Neg | Election |
| @maryarl @Starbucks Umm, I didn't get that! #jealous | InDiff | N/A |
| I always get that city feeling when I get @Starbucks, makes me miss living in the city #trendylifestyle | InDiff | Brand |
| @kristagermanis @Starbucks seriously?! how did i not know this | InDiff | N/A |
| Starbucks' new post: My Starbucks Rewards: We'd like to give you more of what you love. Use any r... http://t.co/2iYh5Qx9 #FF @starbucks | InDiff | Brand |
| Need some @Starbucks right about now | InDiff | Brand |
| its really cold but i still wont turn down a vanilla bean frappuccino from @Starbucks #guiltypleasure | Pos | Product |
| Finally got my Pumpkin Spice Latte...Thank you @Starbucks | Pos | Product |
| my dearest barista, Sam. thank you so much for the tall frappe in a grande cup that you then filled with whip. <3 zal cc @starbucks | Pos | Staff |
| Thanksgiving lunch day at @LifeWay has made me thankful for the @Starbucks which I needed to not sleep all afternoon. | Pos | Brand |
| Got my free bracelet from @starbucks. Happy #ElectionDay!! http://t.co/GjkTQY4b | Pos | Election |
| @JianGomeshi I had a cup of @Starbucks Xmas blend today. Please forgive. | InDiff | Product |
| Love @Starbucks, but not their service. I clearly said Sam and they spelt Sal?! Who has a name like that?! -_- | Neg | Staff |
| @TARALISAMARIE @starbucks this desperate?? # http://t.co/uGEqXg7s | InDiff | N/A |
| Currently hugging my heavenly venti non-fat latte from @Starbucks. | Pos | Product |
| Free bracelet @starbucks today in honor of Election Day... http://t.co/jwetww77 | InDiff | Election |
| Always perfect: Grande nonfat cappuccino. One equal. Extra cinnamon. #mydrinkofchoice @Starbucks | Pos | Product |
| Thank you for patriotic bracelet @Starbucks loves it! #VOTE http://t.co/ITKSQDmk | Pos | Election |

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| @LaLaCoHo @free. @Starbucks said they weren't doing that promotion where I live...didn't get a free coffee or bracelet:(| Neg | Election |
| @Starbucks ... is it true that Pumpkin Spiced Latte ice cream is officially out? If yes, where can I grab a pint? It's my favvvvvvrite! | Pos | Product |
| Free #Indivisible bracelet from @Starbucks today @ Starbucks http://t.co/4HKfhMjd | InDiff | Election |
| @Starbucks when do the cranberry bliss bars come out? δΥ~Ś | InDiff | Product |
| I think my life may have just ended. All of my @Starbucks reward stars have disappeared and it says I have zero. #weeping #nooooo #help | Neg | Brand |
| @Starbucks I got my bracelet after voting with a grande Caramel frapp!Did you vote? http://t.co/q95nBwJC | Pos | Election |
| @zoesdevil @starbucks yeah the extra shots were a bad idea for me if I'm honest as @Ejprece said #hypertanti lol | InDiff | Personal |
| Two things our team loves: coffee and civic responsibility! Free "indivisible" bracelets today @Starbucks. http://t.co/4epHzwKn | Pos | Election |
| @zoesdevil @starbucks hmm like toffee coated nuts, but not too nutty more toffee than nutty still very good though!! | Pos | Product |
| Excuse me @starbucks where is my red cup? #missing #holidayspirit http://t.co/fjF7bDLZ | Neg | Product |
| #indivisible :) represent! @starbucks @starbucksjobs http://t.co/wuWOYSqi | Pos | Election |
| Did you guys know that @Starbucks is giving out their #indivisible bracelets today? #vote http://t.co/pnh5vUk | InDiff | Election |
| @Starbucks you shouldn't charge for regular eggnog replacement for cream if you don't charge for cream. That's a ripoff!! #fixit | Neg | Brand |
| Just hit up @Starbucks . #yum :) | Pos | Brand |
| @Ejprece @starbucks what's the but taste like? lol :-)#autocorrect | InDiff | N/A |
| Election Day @Starbucks run. Or at least that's the excuse I'm going to use for going! | InDiff | Election |
| Also the first time I ever tried a Christmas flavored latte from @Starbucks The Caramel Brulee Latte is SO AMAZING!! | Pos | Product |
| The good life! Quick coffee date with my sick baby girl, fireside at @starbucks #coffee #starbucks http://t.co/lwkLzrHR | InDiff | Personal |
| @Ejprece @dtanti78 @starbucks I couldn't add any extra as there strong enough for me lately, think theyve added more coffee to drinks! haha | InDiff | Product |
| Getting a free @starbucks drink thanks to @beckazeinz. She's amazing y'all! | InDiff | Personal |
| Our local @starbucks has complimentary Indivisible bracelets for voters and voters in training. #winning http://t.co/yJy90Oa7 | Pos | Election |
| @dtanti78 @ejprece @starbucks cheers Dave, this looks like the winner! lol | InDiff | N/A |
| @zoesdevil @starbucks toffee but latte is beautiful!! | Pos | Product |
| Got my "Indivisible" bracelet from @Starbucks http://t.co/HsvTBGKX | InDiff | Election |
| Best part of #election day: @JoJoDolo literally calling @Starbucks to ask why they didn't give us our free 'indivisible' bracelet. | Neg | Election |
| @Ejprece @starbucks cheers Eleanor, I dont get out much 2 Starbucks livin in Carmarthen,was that toffee nut latte? Both sound good! lol :-) | Pos | Personal |
| @dtanti78 @zoesdevil @starbucks you opt for the extra shot! #badtanti #hypertanti | InDiff | Product |
| #Adease #Intelligence, @TimHortons ads during last 6months 42057.5 @Starbucks 4843 @MySecondCup 1427,second cups stocks down, #PowerOfAds ! | InDiff | Brand |
| @Starbucks...don't leave us iced drink lovers out in the cold! Where's our festive cup?δΥŽ...δΥŽ,δΥŽ†â,, http://t.co/poxGILU | Neg | Product |
| Blast. I've already had my afternoon coffee, but I want one of those #indivisible bracelets from @Starbucks. | InDiff | Election |
| Why on earth is the @Starbucks #indivisible wristband so big!? It's like a necklace. http://t.co/njWqZ8DU | Neg | Election |
| @Ejprece @zoesdevil @starbucks praline mocha for me every time :-) | Pos | Product |
| #Free.dom wristband at @starbucks today #CreateJobsForUSA #iVoted @ Starbucks http://t.co/v7wiWXGj | InDiff | Election |
| Dear @Starbucks I freaking love you :') | Pos | Brand |
| .@RogersBuzz @CIBC 4got that Cndns have been using PayPal 4 #mobile payments @Starbucks since earlier this year. Oops! http://t.co/IDguZFjf | InDiff | Tech |
| @starbucks Thanks for the #electionday gift! #indivisible #vote http://t.co/a6LNb8Dn | Pos | Election |
| Who knew @starbucks made such good sandwiches? Thanks for lunch! #yum | Pos | Product |
| Why does @Starbucks taste so much better in the red cups? Love this time of year~*δΥŽ...δΥŽ,δΥŽ⊙ | Pos | Product |
| Rekindle the joy of @starbucks and @sharpie together #art #colouring http://t.co/xqkJvhPb | InDiff | Brand |
| @zoesdevil @starbucks toffee but latte or praline mocha!! | Pos | Product |
| @TARALISAMARIE @starbucks I will buy you one Lisa! Just tell me what you want!!!! δΥ~ε | InDiff | Personal |
| @TARALISAMARIE @starbucks If I could, I'd go buy you something, anything! :D | InDiff | Personal |
| True life: I'm addicted to @starbucks | Pos | Brand |

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|---|--------|----------|
| Was standing in a Election Poll line so long, guy showed up w/ cardboard walls and set up a @Starbucks around 20 of us #ItCouldHappen | InDiff | Election |
| days like this only @Starbucks can save me :) #RedCups &t;3 | Pos | Product |
| When an extra shot of @Starbucks expression doesn't wake you up, you know it's going to be a long shift #nursingproblems #shiftwork | InDiff | Work |
| @Starbucks and then pedi's!! What a treat! | InDiff | Personal |
| Thanks @starbucks for the bracelets http://t.co/vnfaMHBR | Pos | Election |
| @Starbucks please you should come to Venezuela, there are many people here waiting to spend their money on a cup of coffee! | Pos | Staff |
| These are FREE today at @starbucks if you voted! #ivoted #2012election #electionday #electionday @ Starbucks http://t.co/e7mg8eEv | Pos | Election |
| @jenniross2 McDonald's for lunch, or I'm not impressed. #nowthatsAmerican @starbucks @mcdonalds | InDiff | N/A |
| Thank you @Starbucks for my free #indivisible bracelet! Good reminder we are 1 country on a divided-feeling day. | Pos | Election |
| @Starbucks Please update the iPhone app to fit the iPhone 5. Thank you â | Neg | Tech |
| Mid-afternoon red cup run. I'm frozen and just can't get warm! @Starbucks | InDiff | Product |
| @Starbucks I'm convinced your Pumpkin Spiced Latte is the key to my happiness. Hope it lasts for awhile! | Pos | Product |
| Holiday Cups!! @starbucks :) http://t.co/eja34pBM | Pos | Product |
| Sweet cheeses. The drive thru @starbucks was the worst decision I made today. #20minutesandcounting | Neg | Staff |
| I don't think @Starbucks baristas in states that aren't Washington take their jobs seriously. #pickupthepaceprincess | Neg | Staff |
| Fueling up for Decision 2012 coverage #vote @starbucks | InDiff | Election |
| @starbucks black market black coffee #presidentromney | InDiff | Election |
| Made it to @Starbucks and back in time for pharm! #success #coffee #merrychristmas @swilli12 @nashweeze | InDiff | Personal |
| Line in @Starbucks almost as deep as the line to vote. | InDiff | Election |
| Need my @Starbucks peppermint white mocha to get my day started. Don't care if it's 80 degrees. #gimmemyfix | Pos | Product |
| Obsessed with @Starbucks red cups ðŸ¸ | Pos | Product |
| Today, get a complimentary red, white, & blue wristband at select @Starbucks & show your support for America. #VOTE | InDiff | Election |
| #Ivoted for the first and last time in DC, and then treated myself to some @starbucks #electionday #vote http://t.co/CBMp0lzh | Pos | Election |
| I could use a @Starbucks today. Hurry up, Ingles! | InDiff | Brand |
| Starbucks gave me a free bracelet for voting! Sweet! @Starbucks #Starbucks http://t.co/VeKj8ysD | Pos | Election |
| @bobbyburwell I had that exact sentiment this morning. I don't know why more small businesses are NOT out there! Even if I had @starbucks | InDiff | Brand |
| Just got my #electionday #freebie at @Starbucks! #indivisible bracelet. Thank you!! http://t.co/9kX8zWkv | Pos | Election |
| Going to turn into a @Starbucks gingerbread latte this Christmas! #inlove #christmas | Pos | Product |
| Happy Election Day! Free @Starbucks by showing your I voted sticker today! More Info here- http://t.co/RnHFEQvF #ivoted | Pos | Election |
| Holiday cups now out at @Starbucks. Getâm while theyâre hot! | InDiff | Product |
| @Starbucks free coffee offer for voting still on? | InDiff | Election |
| I got my drink & my 2-step. Lol. This is the only red cup u will see me with @Starbucks #RedCup #ife #style http://t.co/Fjy4sQiq | Pos | Product |
| @joshualyman Iâm wearing the red, white, and blue bracelet @Starbucks gave me this morning. Thatâs as good as actually voting, right? | InDiff | Election |
| Thanks for the gift today @starbucks @ Starbucks North And Clybourn http://t.co/ofdOTbbc | Pos | Election |
| @jbedros you get a free bracelet if you go to @Starbucks I don't have time today though ./ | InDiff | Election |
| more happy today: red cups are back at @Starbucks!! Yesss | Pos | Product |
| Got my FREE indivisible bracelet from @Starbucks for Voting! http://t.co/6QpJfwsz | Pos | Election |
| #ElectionDay Deals http://t.co/JQTazXWY #PatchElections @glassofwin @POPChampagneBar @CutiePieThat @starbucks @SouthLakeAvenue #Pasadena | InDiff | Election |
| Red cups! @Starbucks - rekindle the season! http://t.co/aGcEegtW | Pos | Product |
| @ste_hutchinson Well I'm here where are you? @starbucks | InDiff | Personal |
| Just got my Let's Create Jobs for #USA bracelet @Starbucks plus a Java Chip frappe http://t.co/oNHdPRBw | InDiff | Election |
| Love that @Meinl_America, an Austrian-based company, is giving free coffee to voters today. You listening @Starbucks?! #ElectionDay | Neg | Election |
| Drive thru @Starbucks in StHelens?! #1stGoodThingToComeOfStHelens #sayWhaaaaat â! | Pos | Staff |

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| Leaving from work @starbucks, heading straight for the polls. #vote #indivisible #tobeapartner http://t.co/baGREiny | InDiff | Election |
| When you order green tea lemonade @Starbucks they put GTL on the cup!!! #Jshore @snooki @DJPaulyD @VINNYGUADAGNINO @JENNIWOWW | Pos | Brand |
| How @Redcross @starbucks @BofA_News @goldmansachs @jpmorganchase @morganstanley @robinhoodNYC are helping Sandy http://t.co/WSI88V3a | InDiff | Charity |
| #thisnovember @starbucks ðŸŽŹ• http://t.co/Tcklr9qp | InDiff | Brand |
| pretty sure @Starbucks in Irvine, CA is using sour milk in their drinks today :-/ yuck. | Neg | Staff |
| Obsessed with the juxtaposition of #TaylorSwift and #TheWho. My new favorite @Starbucks. #eclectic http://t.co/8wcnC7YF | InDiff | Personal |
| A small chai latte @Starbucks is \$3.85 a small chai latte @Tim Hortons is 99 cents and they taste the same #whatswiththat | Neg | Product |
| I didn't vote, but.. Thanks for the bracelets, @Starbucks! http://t.co/FYU4MI10 | Pos | Election |
| @Starbucks you should have renamed Pike place roast coffee to "election day coffee" just for today! | InDiff | Election |
| Voted and now I have a @Starbucks Gingerbread Latte #lifeisgood | Pos | Election |
| @starbucks enjoying my first Peppermint Mocha of the season. Woo! | Pos | Product |
| Had a @Starbucks americano with a pump of Pumpkin Spice in it and it was fantastic!! Tasted like #Fall | Pos | Product |
| Daily stop at @starbucks for the grande pike #coffee. | InDiff | Product |
| @Starbucks Please follow me! | InDiff | Brand |
| Free from @starbucks for voting!! #govote @Clemson, SC http://t.co/6CAHS8Y4 | Pos | Election |
| Usedu lunch to go vote- and got @Starbucks on way back! #yeaforshortlines | Pos | Election |
| @adamnash @Starbucks seriously; also, watch out for those expiration dates! (listed in the history, when you achieve a reward) | Neg | Brand |
| Major highlight of my day when our favorite @starbucks baristas come upstairs with surprise coffee for us (especially w/my special drink!) | Pos | Staff |
| #ElectionDay Deals: Free champagne @POPChampagneBar, discount pies @CutiePieThat @SouthLakeAvenue Farmers' Market @starbucks #PatchElections | InDiff | Election |
| @Starbucks Brad Nelson, any interest in being on a #smtlive webinar on twitter marketing! You do a great job! Kelsey@socialmediatoday.com | InDiff | N/A |
| @Starbucks they were all out :(| Neg | Election |
| #home @Starbucks http://t.co/ZUItNie2 | InDiff | Brand |
| It looks like We're heading off to @Starbucks & @LAFitness with my brothers | InDiff | Personal |
| Looking for a Small Group in Miami Shores? Come to #CFMeetUp at @Starbucks tonight! 7:30PM-9:48 NE 2 AVE, 33 http://t.co/kfGxulV | InDiff | Personal |
| @brittneyburgett @Starbucks @ryrybutta @abril @NicoleTirosh merry christmas! | InDiff | N/A |
| Master Chief, reporting for battle. @starbucks #halo4 http://t.co/cS6IAY8F | InDiff | N/A |
| I am only 10 stars away from my @Starbucks gold card. I feel a challenge coming on. @CatherinedkPR understands a true coffee obsession. | InDiff | Brand |
| Nice treat before starting new workout. Raspberry mocha @Starbucks http://t.co/u0Dfj6kq #GetGlue #Starbucks | Pos | Product |
| @Starbucks how do i know which starbucks are participating in LA? | InDiff | Staff |
| @rymur86 lines longer @Starbucks than @ #polls? Not surprised. Then, again maybe ppl stopped there 1st. | InDiff | Election |
| FREE Indivisible Bracelet November 6th at @Starbucks http://t.co/Yc6IADuG #Freebies #Starbucks | InDiff | Election |
| Nothing brightens better a cold night than a free 'Chocolat Caramel SalÃ©' @starbucks #starbuckslove #starbucksparis #happymoments | Pos | Product |
| @emilygiller and I grabbed our free #indivisible bracelets from @Starbucks, hooray for Election Day! | Pos | Election |
| RED CUP from @Starbucks I'm so already excited for CHRISTMASðŸŽŹ...ðŸŽŹ... #christmas @GeorgeBrown - Casa Loma Campus http://t.co/sUjOk671 | Pos | Product |
| Pretty sure @Starbucks is going to make me broke this holiday season with all of the good drinks they have! | Pos | Product |
| 309 of 366 - reason no. 28 that I adore @starbucks. #photoaday #indivisible #philanthropy #creatingjobs http://t.co/dvAbQuHY | Pos | Election |
| I didn't get a sticker after voting this morning, so this @Starbucks bracelet will have to do. http://t.co/DvJqVxTF | InDiff | Election |
| rocking my @starbucks #indivisible bracelet+my @xbox #halo4 "make your voice heard" shirt. let's do this election day! http://t.co/0Zt2Qwy9 | Pos | Election |
| @jennafrancis @Starbucks me but thanks for coming! You did want to get a hot chocolate though... Plus I am only kidding! | InDiff | N/A |
| I'm voting today just to get a bracelet from @Starbucks. http://t.co/R29OjE9 via @KCBizjournal | Pos | Election |
| @_prissyants I tried to get an indivisible bracelet but the @Starbucks I went to was charging \$5 for them :(| Neg | Election |
| if you vote today, you get a sweet free bracelet from @starbucks. indivisible IS the best tasting blend. http://t.co/bTgtX6nW | Pos | Election |
| @kylechicoine @Starbucks right?! | InDiff | N/A |

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| Still so disappointed in the new @Starbucks rewards program. What's the point? #bringbackreesoy | Neg | Brand |
| Jobs for USA @starbucks #GoVote http://t.co/OhYomeGO | InDiff | Election |
| coz Ranel wants his fave Caramel Macchiato on this rainy day! #RedCupsChallenge @StarbucksCanada @Starbucks http://t.co/IY7F4BOU | Pos | Product |
| @ingridmusic on #Spotify and #peppermintmocha from @Starbucks, let the day begin! | Pos | Product |
| Just received this w/ my purchase at @Starbucks . One Nation, ... http://t.co/tPXGmhci | InDiff | Election |
| Adding a bit of happy to the day. @starbucks http://t.co/OBYzzWnn | Pos | Brand |
| @cwebbie @starbucks ... Meant to grab mine... Damn! | InDiff | N/A |
| Hey thanks, @Starbucks! Go in after you vote and they'll give you this nifty little bracelet. :) http://t.co/k111cqr6 | Pos | Election |
| Free wristbands from @Starbucks for election day: http://t.co/qqZ9qPly | InDiff | Election |
| Can you get the Red cups at @Starbucks yet? | InDiff | Product |
| Get an #indivisible wristband @Starbucks today. Go vote. #ivoted | InDiff | Election |
| @emilyguzan @Starbucks your engagement ring is gorgeous :) | InDiff | N/A |
| First red cup of the season from @Starbucks Can't wait for the Holidays! | Pos | Product |
| So after I voted, I went to @Starbucks and got my indivisible wristband~ Thanks! | Pos | Election |
| @littletamarinda ... I discovered there's a secret menu @Starbucks and I'm freaking out because there's a NUTELLA frap! Order 'The Nutella'! | Pos | Product |
| I love Ice Caramel #Machiato @starbucks !!!! ðŸ™–ðŸ™–ðŸ™– http://t.co/WUpudWjo | Pos | Product |
| @kaylinkid @bnol64 oh I feel ya! America may run on Dunkin', but this guy operates on @Starbucks! I'll be picking some up on my way to vote! | Pos | Election |
| Thanks @Starbucks for the patriotic bracelet!! #America http://t.co/RRW9WYpY | Pos | Election |
| My super awesome bracelet for voting @starbucks #vote2012 http://t.co/0HUUJz3 | Pos | Election |
| @EJCase @Starbucks We've got ours on too! | InDiff | N/A |
| #redcupchallenge @starbucks stuck inside today so here is an aviation weather map cool but sunny http://t.co/N3LDmize | InDiff | Product |
| SPONSORED: Make your favorite @Starbucks beverages home at the touch of a button with the all-new Starbucks Verismo. http://t.co/nij42DyS | InDiff | Product |
| Gingerbread lattes are back!! @Starbucks #yummy http://t.co/AnhA9a7A | Pos | Product |
| Thanks for the bracelet @Starbucks ! Wearing it all day! #vote #redwhiteandblue #indivisible http://t.co/Mns1jIFD | Pos | Election |
| @udntNGO @starbucks soooo good! | Pos | Brand |
| Dear @Starbucks , it's amazing how quickly your pumpkin spice latte takes a back seat to peppermint mocha! #tistheseason! | Pos | Product |
| Thanks for the free bracelet today @Starbucks !!! #indivisible http://t.co/GRk3MfE | Pos | Election |
| Time to plan! @Starbucks | InDiff | N/A |
| Thanks, @Starbucks, for my free bracelet! I'm wearing it with pride today. #VOTE http://t.co/htUsY3XF | Pos | Election |
| Dear @starbucks big mistake changing the bubblegum from can to regular shape. Now is like all the others no appeal | Neg | Product |
| Yay, the @starbucks holiday cups are back! #starbucks #coffee http://t.co/RgGnXG8L | Pos | Product |
| uh oh @Starbucks, why you no provide me w/ a spoon for my oatmeal? you expect me to use God's original utensils? #shovel | Neg | Brand |
| A vote for @Starbucks is a vote for coffee! #VOTE #Election2012 #FB | Pos | Election |
| It's 30 degrees outside and I still chose an iced drink. #frozenhand @starbucks http://t.co/opvqkiuk | InDiff | Product |
| Rewarded myself for voting with a @Starbucks Peppermint mocha. Zomg #nomnom | InDiff | Election |
| @Starbucks Thank you for the cool #indivisible #vote2012 #wristband today with my #americano ! | Pos | Election |
| got this at @Starbucks. even @BarackObama's friends think we need to "get Americans working again" #cot http://t.co/fnqKfjgz | InDiff | Election |
| I'm kinda bummed that I didn't get a free wristband at @starbucks today :(| Neg | Election |
| Indivisible... with liberty & justice for all!! Thank You @Starbucks #vote http://t.co/ptLRM9ow | Pos | Election |
| Oh my god I am in LOVE with the fox tail @starbucks mug. Chaos reigns over this caramel brÃ»lÃ©e latte ðŸ™– | Pos | Product |
| Mom and her two children bonding over their drug-experiences in @Starbucks. From #Ambien to #Ecstasy. I shit you not. #GoodTimes | InDiff | Personal |
| Received this with my coffee this morning @Starbucks. I dig what they are doing. #donate #createjobsforUSA http://t.co/pML0iy76 | Pos | Election |
| Free America bracelet from @starbucks today. #coffeeandAmerica #loveboth http://t.co/sqYMvrQz | Pos | Election |

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| @starbucks :) http://t.co/TjDmUYpQ | Pos | Brand |
| @Starbucks for an Americano, showed my 'I Voted' sticker, but they were out of Indivisible bracelet. Now where to get it @starbucksard | Neg | Election |
| First Peppermint Mocha Skinny of season from @Starbucks - maybe it's a good thing there's not a drive-thru on my way to work. #redcupdelish | Pos | Product |
| Free apple pie from @McDonalds and free cup of coffee from @Starbucks if you show your "I Voted" sticker! #happyelectionday #voteco | Pos | Election |
| Best coffee @Starbucks ! #ILikeIt | Pos | Product |
| For election day @starbucks is giving away their "jobs" bracelet for free. FYI | InDiff | Election |
| @Starbucks with @jamie_lov_it #cofficholicsanonymous #youthminforthewin | InDiff | Personal |
| @marklwaltz the new @Starbucks red cups are totally messing up my OCD need to line up the mermaids & the lid. What say you? | InDiff | Product |
| I think its time for me to start the @Starbucks #redcupchallenge ... Im craving a Caramel Machiato sooooooo bad. | Pos | Product |
| @Starbucks thanks for starting us up everyday, coffee, power, wifi, web. #SandyNYC | Pos | Brand |
| Good start to my morning. Thanks @NosAudietis and @Starbucks . http://t.co/0tlKPeve | Pos | Brand |
| Get out and vote! @starbucks http://t.co/RnQSHTKP | InDiff | Election |
| Got my @Starbucks complimentary wristband on #electionday #indivisible #vote #starbucks http://t.co/0Ucl5cga | InDiff | Election |
| Just got my free bracelet from @Starbucks. Next stop: @UrbanOutfitters. Thanks @tess_bermadette! | InDiff | Election |
| So what's the deal? @Starbucks isn't paying tax in the UK or some shit? #Assholes | Neg | Brand |
| Got a free bracelet at @Starbucks for voting! Happy #ElectionDay! GO VOTE!! | Pos | Election |
| Are you one of the 2M? @Starbucks enables over 2M #MobilePayments transactions per week http://t.co/hKcNUpVq #Cashless | InDiff | Tech |
| That #redevy from this morning has me in the zone! Thanks @starbucks :) | Pos | Product |
| @nsavory5 @Starbucks yay! Rockin' out the red/white/blue together :) | Pos | Election |
| The free bracelet @Starbucks: http://t.co/HJVEAuma | InDiff | Election |
| @praptiviyas Had Gr8 Eve! Getting 'Lost' and Queuing For a Cuppa @Starbucks Was Worth It! | Pos | Product |
| Vote responsibly and then go get your @Starbucks indivisible bracelet for free in honor of #Elec @ Starbucks http://t.co/sJBT1593 | InDiff | Election |
| @bale4fifty @wvqueen1 @starbucks I also picked reusable cup \$1!! I get \$0.10 off/drink & help the environment?! #WIN http://t.co/LzP9e5QM | Pos | Product |
| #FAIL ahhhgain :(@Starbucks I even spelt it out...ahhhgain... http://t.co/RdQ0dQcl | Neg | Staff |
| We played @Starbucks pick of the week, "Teardrop Windows" for Michael Bartelt to get his review. http://t.co/WOeRCWgK | InDiff | Brand |
| All that's left of my first @starbucks peppermint fudge cake pop. Amazing. http://t.co/18Hi5dnt | Pos | Product |
| Finally redeeming my free Birthday Latte...Courtesy of @Starbucks http://t.co/i5x5TluY | Pos | Brand |
| Thank you @starbucks! Today I voted for my civil liberties, my safety, my civic duty, my future and for this http://t.co/pJ70EvX4 | Pos | Election |
| Thanks @starbucks for my free #indivisible bracelet and delicious cappuccino! @ Starbucks http://t.co/npOMEG8b | Pos | Election |
| @starbucks #GreenCupChallenge & #RedCupChallenge #HappyHour http://t.co/0EE5MKC8 | InDiff | Product |
| @NickG516 finally tried the #Clover machine @Starbucks got a #Verona. It may be a placebo effect, but it's pretty good. | InDiff | Product |
| Ummm...I love customizing my coffee at @Starbucks. Grande Non-Fat Triple Espresso Caramel Mocha no whip!! #rekindletheseason #delish | Pos | Product |
| @Starbucks and voting with Mom! â•†•ðŸ†•ðŸ†•. | Pos | Election |
| Heck yes! #peppermintmocha is back at @Starbucks :) #happy #backtotheoffice | Pos | Product |
| Not only does @Starbucks give me great coffee, they handed me a patriotic bracelet for free because they're http://t.co/gMchQZGt | Pos | Election |
| On election day get a FREE wristband at @Starbucks & proudly show your support for America. #indivisible Got mine! http://t.co/JMhMR2FE | Pos | Election |
| Ryan dropped me off @Starbucks to do work while he's at an interview and they gave me a free patriotic bracelet! Thx! http://t.co/A5pCcxVQ | Pos | Election |
| #thirsty girls! @lysskaye @starbucks (@ Starbucks) http://t.co/Ae7U4Rbh | InDiff | Personal |
| Got my @Starbucks! Headed to my polling place! #VOTE #election2012 http://t.co/1ICA3ixU | Pos | Election |
| I just overheard someone @Starbucks that he didn't have time to vote. In Starbucks. A line 10 people deep. Idiot. BROW DOWN, SON,BROW DOWN! | InDiff | Election |
| The holiday cup is back at @Starbucks! Helloooo Gingerbread latte! | Pos | Product |
| @Starbucks â•†™Ÿ | InDiff | Brand |
| My little girl is off school, wants to make plans for breakfast @Starbucks this week. i.,† | InDiff | Personal |

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| Thanks @starbucks for my #indivisible bracelet! http://t.co/7oA3SacJ | Pos | Election |
| Got a free gift at @starbucks today because I had my vote sticker on! #votingswag #votevotevote http://t.co/ZhsVKJKX | Pos | Election |
| A little gift from @Starbucks #LenoxMall for voting today. http://t.co/VGVXGRv2 | InDiff | Election |
| @tinglytweets @wvqueen1 @starbucks yep got mine too!!! They were ready to give me a whole basket full #takeThemPlease | Pos | Election |
| Thanks @Starbucks for the free Election Day swag! http://t.co/iXs9LvNR | Pos | Election |
| All I want for Christmas is @Starbucks giftcards so I don't have to worry about reloading my #goldcard | Pos | Brand |
| @theproducer @starbucks haha. I tried it. It didn't work so well :) | InDiff | N/A |
| Aw, I missed the free indivisible bracelets @starbucks | InDiff | Election |
| Bored at @Starbucks so I guess I'll just take some #selfies ðŸ˜ˆ http://t.co/TibiNezs | InDiff | Personal |
| having my first #gingerbreadlatte of the season. Thank you @Starbucks! #love | Pos | Product |
| #Toffee_Nut #Finally @Starbucks .. #yummy #skimmed #taste #adorable #frap #Starbucks #win @ Starbucks Lagoon http://t.co/KwqVpzNr | Pos | Product |
| At @starbucks ! | Pos | Personal |
| Happy Election Day @starbucks #tattoo #stay #strong #bracelet http://t.co/laNLEto9 | InDiff | Election |
| @Starbucks @starbucksCanada #redcupchallenge #redcupchallenge http://t.co/9IKGRIMh | InDiff | Product |
| All I want in life is to skip classes and go to @Starbucks.. Oh, and for @BarackObama to win the election. #redcupseeeeease | Pos | Election |
| Speaking of the bracelets, lady just walked in, asked for 3 & walked out. @Starbucks | InDiff | Election |
| Thank you @Starbucks for #indivisible wristbands - and my coffee - You made my morning special!! | Pos | Election |
| It was a @starbucks venti frappuccino with an extra shot of espresso kind of morning http://t.co/9BNlpxTO | InDiff | Product |
| Didn't get my sticker since I voted by mail, but I got my free bracelet from @starbucks! Thanks! http://t.co/2DP4o0OS | Pos | Election |
| I've been up since 5 AM. I'm ready for some @Starbucks. I don't know how you early birds do it. | InDiff | Brand |
| @Starbucks @starbucksCanada #redcupchallenge #redcupchallenge #starbucksCanada http://t.co/g2xCHC1O | InDiff | Product |
| Starting my day off right with a hot @Starbucks pumpkin spice to warm me up from this cold weather. âœ•,âœ•, http://t.co/VtsacV8o | Pos | Product |
| On election day, get a complimentary red, white & blue wristband at Starbucks & proudly show your support for America @Starbucks #uasm | InDiff | Election |
| Sitting at our fave @Starbucks at @MonteCarloVegas... Bringing home some #thanksgivingblend to my sbux crew!!! http://t.co/e35ekhJY | Pos | Staff |
| @MissWROT Guess who is holding a box of @Starbucks Salted Caramel Hot Cocoa. | InDiff | Product |
| Mmmm... All I'm thinking of is a Vanilla Latte @Starbucks with @L_J_Wilson HURRY UP Thursday <3 | Pos | Product |
| No lines at my polling place. Saw the Wicked Tinkers and Jeremy London. And @Starbucks gave me a free bracelet for voting. | InDiff | Election |
| OMG Eggnog latte's are backkkkkkkk @Starbucks | Pos | Product |
| All smartphones could support mobile payments, look at what @starbucks did with its app, simply scan bar code from screen #BellBiz | InDiff | Tech |
| I voted! But they ran out of stickers ðŸ˜ˆ so I got this instead @Starbucks #iVoted http://t.co/1s7g0b1o | InDiff | Election |
| @tinglytweets @bale4fifty @wvqueen1 @Starbucks Going @ lunch didn't see them this morning when I was there :(| InDiff | Personal |
| #Vote today? Get 20% off your purchase @UrbanOutfitters w/your "I Voted" sticker or #freebracelet @starbucks. http://t.co/WaWVDOjL | InDiff | Election |
| Thanks, @starbucks, for giving me a nice gift for voting today. http://t.co/TS20Zi7Q | Pos | Election |
| Voted, then rewarded myself with some @Starbucks #govote | InDiff | Election |
| @bale4fifty @wvqueen1 Picked up my bracelets from @Starbucks today!! How about you ladies?! ðŸ˜ˆðŸ˜ˆ, http://t.co/Y5BLSJkr | Pos | Election |
| Maui Starbucks! Aloha @starbucksCanada @starbucks http://t.co/Ab1B9sjU | Pos | Staff |
| Perfect morning; sunshine, homemade @Starbucks caramel macchiato and the new @Cosmopolitan magazine! ðŸ˜ˆâœ• http://t.co/CK9rq7Tv | Pos | Product |
| With descarabe at @starbucks #posh http://t.co/Gj0eFb06 | InDiff | Personal |
| @RunBMC_ @Starbucks I got one too - it was fantastic this morning! | Pos | Election |
| God is good. Made it on time to class, even with transportation being all messed up, got my coffee @Starbucks to warm/wake me up :) | Pos | Product |
| well my starbucks card still hasn't loaded itself. I don't like waiting periods @Starbucks can I get a free pastry? hook a sista up | Neg | Brand |
| @starbucks.. all this guy needs is a beard & a knit cap & he could b Zac Brown's twin. | InDiff | N/A |
| Boom! Thank you @starbucks http://t.co/Y1cX7NhC | Pos | Brand |

| | | |
|---|--------|----------|
| 2012 #indivisible @Starbucks got my bracelet for voting today. Hope you guys voted! http://t.co/EU3GDQpZ | Pos | Election |
| @xxkrustee @starbucks why free? | InDiff | N/A |
| Oh hey ya red cup. I need u in my life today. @Starbucks http://t.co/jN6uFM9s | Pos | Product |
| Got a free bracelet @Starbucks | InDiff | Election |
| I voted @Starbucks http://t.co/qvraqRtv | InDiff | Election |
| Just got the @starbucks app. This gonna be good! | Pos | Tech |
| Barista says pple are calling to ask if this @Starbucks is giving away bracelets. #wow | InDiff | Election |
| S/o to @starbucks Jobs for USA bracelets. #centurycity #vote http://t.co/fajfEpyq | Pos | Election |
| Can @Starbucks Make China Love #Coffee? http://t.co/cGgghG7L | InDiff | Brand |
| The red cups are here!!! @Starbucks #tistheseason http://t.co/ijJhehBK | Pos | Product |
| wonder if @starbucks is still doing the "free coffee when you vote" thing. | InDiff | Election |
| Well I didn't get my "I voted" sticker but I got this cool bracelet from @Starbucks. Even better!! http://t.co/YkVJfifI | Pos | Election |
| @_ceceliajane you go girl. @Starbucks holiday cups always help! | Pos | Product |
| @polomex @starbucks they're pretty awesome http://t.co/2mfulhVl | Pos | Brand |
| Good way to start the afternoon by having an afternoon pick-me-up (aka @Starbucks) and #free wristbands. #electionday http://t.co/jD6d8xFJ | Pos | Election |
| ã~ã~ã proud collector of @Starbucks #coffee mugs and cups! #thischic | Pos | Product |
| Sweet indulge #starbucks #peppermintmocha @starbucks @ Starbucks http://t.co/w5TXXwul | Pos | Product |
| I tried to pay the @Starbucks guy with my @AMCTheatres gift card only to realize I usually pay Starbucks through my cell. #HappyTuesday #fb | InDiff | Personal |
| @Smirnie71 We do have @Starbucks in house #decentcoffee at last! Free wifi too & lunches from Â£4.99! What are you waiting for! | Pos | Brand |
| @Starbucks , y'all are freakin' me out! #TheNewNormal #WatchingTheWatchers http://t.co/oSgeyOoc | InDiff | N/A |
| @davepeabody @starbucks too late homie. You can get Addie a free bracelet though if you walk down. #Indivisible | InDiff | Election |
| @Starbucks On election day, get complimentary red white blue wristband & show your support for America. #indivisible☺ No I want free coffee! | InDiff | Election |
| Craving a skinny vanilla latte from @Starbucks ðŸšš | Pos | Product |
| @Starbucks asked if I wanted a free wrist band. The label said "one size fits all." #fatjoke #ofcourseitdoes http://t.co/4rgYG89o | InDiff | Election |
| @starbucks before we with @Elijah_Gordon1 #starbucks #coffee #sk8rat http://t.co/1Bsri3nF | InDiff | Personal |
| @SkinsFanInTN @kimmyt83 @starbucks that's great! | InDiff | N/A |
| @randypeabody @Starbucks Iced, of course. | InDiff | Product |
| @randypeabody @Starbucks Grande salted caramel mocha with whip, please. #Delivery | InDiff | Product |
| Happy Election Day! @starbucks @maddisonhawk http://t.co/hq2ij27 | InDiff | Election |
| Lahat rushing to have @Starbucks organizer #KapePa hehe | InDiff | N/A |
| @Starbucks in downtown A2 is packed today! | InDiff | Staff |
| Stop making me want you @Starbucks | InDiff | Brand |
| @CakesByLoops already voted here, and going to mark the occasion with a @Starbucks latte and BIG score! #dontvoteonanemptystomach | Pos | Election |
| Nice guy at @Starbucks this morning gave me this #indivisible wristband. #Election2012 http://t.co/h9YGYZmh | Pos | Election |
| Thanks @starbucks for the free voting swag! "With liberty and justice for all,," http://t.co/Akhngy5F | Pos | Election |
| Post-Hurricane and Pre-Nor'easter Rekindle #starbucks @starbucks http://t.co/eKDgslZO | InDiff | Brand |
| @Starbucks thanks for the dirty look, didn't know frappacinos were ice blended, your sign doesn't say it. Starbucks sucks. | Neg | Staff |
| @Starbucks obsessed w/ the Clover. #ThankYouForWakingMeUp | Pos | Product |
| Free indivisible bracelets with any coffee purchase today at @Starbucks I knew procrastinating on buying one http://t.co/g4cFfbxZ | InDiff | Election |
| @Starbucks available in Ireland for Obama's relatives?#ObamasHeritage | InDiff | Election |
| rocked my @Starbucks #indivisible bracelet to walk 2+ mi each way to vote! #ivoted | Pos | Election |
| Blasting gangnam style on our way to get @Starbucks peppermint mochas? #YOLO | InDiff | Product |
| Today at @Starbucks: Overheard guy talking trash about God, 20m later woman runs into store; she hit a parked BMW. Guess whose BMW?! | InDiff | Personal |

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|---|--------|----------|
| @katepearl94 lol omg same. @Starbucks is all the life I need #coffeeepassion | Pos | Brand |
| thanks @starbucks! #indivisible http://t.co/Q4f0f3s0 | Pos | Election |
| Got my FREE bracelet! Lol :) @Starbucks http://t.co/XJ0hysH1 | Pos | Election |
| ...indivisible, with liberty and justice for all. Thanks you @starbucks for my free bracelet today! #electio http://t.co/f86plmY | Pos | Election |
| I voted. Thanks @Starbucks. http://t.co/9EDoLZb1 | Pos | Election |
| Willow & Nees, Clovis @Starbucks! http://t.co/5Jk3qZrT Constantly terrible customer service. Not putting my venti in a trente cuz of policy? | Neg | Staff |
| @starbucks is giving out their bracelets for free today. Now go #vote2012 to continue the creati @ Starbucks http://t.co/rz03zcXM | InDiff | Election |
| @Starbucks not at mine, they said free then charged my card, boo to them hope you at least get the donation | Neg | Election |
| @starbucks should follow me! | InDiff | Brand |
| @mariahln @Starbucks pepermint white mocha | InDiff | Product |
| @Starbucks didn't make my drink right today. :((@ Starbucks) http://t.co/GObvbdGr | Neg | Product |
| I voted! My @starbucks was with me every step of the way http://t.co/vSkQSKGd | Pos | Election |
| @Starbucks #wifi sucks! | Neg | Tech |
| Free Low Fat Pumpkin Spice Frapp and 2 bags of coffee from @Starbucks. I officially hate you a little less. http://t.co/7rkz6BUt | Neg | Product |
| Well, it could be worse. I mean, at least it's in a Christmas cup. #thatsnotmyname #storyofmylife @Starbucks http://t.co/HL0TL6Gs | Neg | Brand |
| #fmsphotoaday #november #day6 #afavouritething @Starbucks of course â° #obsession #addicti @ Performance Plus http://t.co/NuD4xF9L | InDiff | Brand |
| @Starbucks now available!!! Come and try the delights! http://t.co/H6WBWnFy | Pos | Product |
| still waiting for my starbucks card to reload. It won't update the balance ughghgh I need starbucks I miss my bby @Starbucks | Neg | Brand |
| I'm @starbucks (10641 W Olive Ave, Peoria) http://t.co/SiFFYZ3 (+10pts) | InDiff | Personal |
| @Starbucks makes the world go 'round | Pos | Brand |
| My current favorite drink from @starbucks is the gingerbread latte. | Pos | Product |
| Enjoying a free coffee @Starbucks so that I can stay awake for election results. Yep, #Starbucks has free small coffee for E-Day. | Pos | Election |
| I voted sticker and @Starbucks wristband. #patrioticpride #Election2012 http://t.co/PJlkd50z | InDiff | Election |
| Thanks @Starbucks!!! #Indivisible #Vote2012 http://t.co/s86p3WuK | Pos | Election |
| Wear your "I Voted" sticker & get a free Indivisible Wristband @Starbucks! http://t.co/84X3iAUY | Pos | Election |
| @kathorb @Starbucks Wristband? Boo. Can't a sista get a skinny vanilla latte? :) | Neg | Election |
| Today @starbucks is giving away wristbands for free. ðŸ†ðŸ†, #vsco #vscocam #starbucks #photo #vote @ Starbucks http://t.co/S9zNwuvc | InDiff | Election |
| Tried my first ever @Starbucks gingerbread latte today...two words #taste #explosion !!! Love love love it!!! Thank you @Starbucks :0) | Pos | Product |
| Exercised my freedom to vote for the first time ever then @starbucks gave me a bracelet! :) #Merica http://t.co/M3troTh9 #udel @CaroBar2 | Pos | Election |
| @brianmckenney @starbucks bahaha!!! | InDiff | N/A |
| Haha @starbucks playing @backstreetboys for win. Way to make my morning. | Pos | Brand |
| If @Starbucks wants my business they need to work on their hot chocolate @dunkindonuts is 10x better | Neg | Product |
| Voting took 2.5 hours but the free bracelet I got from Starbucks for wearing my voters sticker made up for it! Thanks @starbucks! | Pos | Election |
| @StarbucksCanada @Starbucks no #RedCupsChallenge but I do have a bag of #beans #christmasblend #iamapartner http://t.co/UBeMooJ1 | InDiff | Product |
| #Free at #Starbucks patriotic bracelet. #Vote and have a cup of Joe or tea. @Starbucks http://t.co/yTDGiXLT | InDiff | Election |
| Very Disappointing visit to @Starbucks this morning. Very long wait at the window and then by the time I got my bagel it was cold. | Neg | Product |
| : @starbucks is handing out free bracelets today, people. #gethavoteon. #coffeeandfashion. | InDiff | Election |
| A #saltedcarmelhotchocolate and #thereyede #perfect for #electionday @starbucks #vote #vote2012 @ Starbucks http://t.co/Enwn649A | Pos | Product |
| After you vote come by @starbucks and get one of these fo free #electionday http://t.co/g4OIZe9f | InDiff | Election |
| About to vote!! And sporting my free #indivisible bracelet from @starbucks! http://t.co/EtbflYPx | Pos | Election |
| Perfecting the art of espresso @joefortesvan! Join them today for a delicious lunch and an @Starbucks latte - perfect on a rainy day Van! | Pos | Product |
| Free bracelet and free drink. #Merica, land of the free. @starbucks #starbucks #starbucksrewards http://t.co/0J3HYnVc | Pos | Election |
| It's a beautiful Election Day @Starbucks in South Florida. http://t.co/a3tPhZD | InDiff | Election |

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|---|--------|----------|
| Gingerbread latte @Starbucks #electionday Mmmm http://t.co/POH1jnof | Pos | Product |
| Goin to get me a @Starbucks & I better get a free bracelet! Lol | Pos | Election |
| @levithefox @Starbucks Yes, employees are clearly not allowed to have their own opinions. Shame on them! #election | Neg | Election |
| Starbucks with @xxminimousexx @starbucks, #toffeeut #mincepie #pralinemocha #coffee goodness @ Starbucks http://t.co/WWvIFVx1 | Pos | Product |
| Got a free bracelet from @starbucks because its Election Day. Bout time they gave me something for a change! | Neg | Election |
| I've fallen in love @starbucks (again) | Pos | Election |
| All I can think about is a @Starbucks hot chocolate in a red cup and a protein plate. #mouthwatering #DamnRedCups | Pos | Product |
| Why do I trust you Boca park @starbucks you're convenient but you FAIL me. Baristas need some schooling. #qualitycheck | Neg | Staff |
| @ArcticEase Then go get some @Starbucks :) | InDiff | Brand |
| @MamieHoodoo @Starbucks I know! I'm disappointed! I go there several times a week and have been excited for it! I wanted a bracelet! | Neg | Election |
| Free with my morning coffee. Thanks, @Starbucks! http://t.co/TLGTPRnL | Pos | Product |
| Just ordered a Pumpkin Spice Latte @Starbucks :) ðŸ• | Pos | Product |
| @nealopp @Starbucks whaaaat?! Haha for no reason? | InDiff | N/A |
| .@starbucks mobile app offers easy Red Cross donations for #SandyHelp through iTunes click. Smart. Nicely done @adambrotman | Pos | Charity |
| Got my freebie for #voting. Thanks @starbucks! http://t.co/yp0ICLOK | Pos | Election |
| Raincover! gloomy and rainy, but my @Starbucks Peppermint Mocha makes my day :-)#RedCupsChallenge @StarbucksCanada http://t.co/jEC41spr | Pos | Product |
| Free at @Starbucks for Election Day. @ Starbucks http://t.co/Hhd0GTL2 | InDiff | Election |
| @PIPWARF @Starbucks NO WAY! :(:(:(It was so delishushhhh xoxox | Pos | N/A |
| Making a @starbucks barista guide. For personal use now... But I could totally make millions! | InDiff | Staff |
| Free Indivisible wristband today at @starbucks . #electionday2012 ðŸ• ðŸ•, http://t.co/gstSSuNe | InDiff | Election |
| Got my free @Starbucks bracelet today! Did you get yours? #Indivisible #VOTE http://t.co/feCgoH7U | Pos | Election |
| Free #indivisible bracelets at @starbucks today ðŸ• ðŸ•, http://t.co/jN9ouKTQ | InDiff | Election |
| got my bracelet from @starbucks! http://t.co/VaYXKPjL | Pos | Election |
| Make sure you save your "I Voted" sticker for #election2012 freebies from @Starbucks @JetBlue @bostonmarket & more: http://t.co/xBge8gln | InDiff | Election |
| A little treat for voting today. @starbucks > ice cream. And they are giving the Indivisible bracelets for f http://t.co/6GFGPL6y | Pos | Election |

Figure 7 – Tweets About Starbucks (11/7/12)

| status | Tweet Tone | Topic |
|--|------------|----------|
| @Starbucks, I had 28 stars, 2 away from a Gold card and now it's showing that I have only 2 stars. What's going on? | Neg | Brand |
| Hey @Starbucks, nice fly on your doughnuts! http://t.co/wWpqoN7M | Neg | Brand |
| @Starbucks I had 22 rewards stars, they're gone, what the heck? | Neg | Brand |
| @AMFussyBroad good baristas at @starbucks are hard to find, I get it, totally, and I used to study there...a lot. | Neg | Staff |
| @KayRidg @Starbucks that awkward moment the when you get a tweet to late. | InDiff | N/A |
| Missing the quotes @starbucks #redcups http://t.co/Z3N7Qg79 | Neg | Product |
| @kd316 @mywalkofgrace @starbucks // I prefer the Christmas blend from The Fresh Market, & I do buy enough for the year;-) | InDiff | Product |
| @NationHahn Not that it would help you now, but have you heard about â€œMy @Starbucks Ideaâ€? http://t.co/V0nb8Vcz | InDiff | Brand |
| @worddroppings but it was more that he was messing with MY @STARBUCKS STORE/Baristas that I like a lot & Frequent. | InDiff | Staff |
| So random to see @jaykranda walk up at @starbucks just now, good to see him for such a day as this | InDiff | Personal |
| Where can I purchase @Starbucks Ice Cream in the UK? They have frappuccino flavours #needit http://t.co/8mnTYXtt | InDiff | Product |


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| @Starbucks If You Give Me A Free Grande Vanilla Latte @MeliEKing Will Marry Me | InDiff | Product |
| Had my bfast @KFC. Cafe Mocha @Starbucks SLEX @MarkDacuan: @ilovegeraldt what's your brekky?☺ | InDiff | Product |
| @Starbucks I know you may not read this, but please surprise my friend @OnMyMiNd04 by following him for his birthday! x3 | InDiff | Brand |
| @starbucks the #tits http://t.co/h4dnbDVV | Pos | Brand |
| @Starbucks why do you tease me so? you give it to me than take it away after every holiday season #gingerbreadlatte #lovingit | Pos | Product |
| Lol shall just spend my time with some coffee and a muffin @starbucks | InDiff | Product |
| Best.Drink.Ever. @Starbucks Carmel Apple Spice tastes like Momma's apple pie in a cup! http://t.co/WOmJOVX4 | Pos | Product |
| I still want Holiday Red Cups for iced drinks from @starbucks. #firstworldproblems | Pos | Product |
| Stuck @starbucks styled in studs. lol http://t.co/lgZMFMBf | InDiff | Brand |
| Wearing my @starbucks bear t-shirt today! @starbucksCanada http://t.co/pennZwvQ | Pos | Brand |
| Hey @starbucks, I kinda like you... #starbucks #decor #mugs #homedecor #coffee #java #style http://t.co/YZUIISDjy | Pos | Brand |
| So @AMFussyBroad, patriot that she is, went to @Starbucks yesterday for coffee & a bracelet & stopped a guy from stealing coffee. Proud mom. | InDiff | Personal |
| Life is better with extra whip @Starbucks #seasonalmenu http://t.co/s80FLDRi | Pos | Product |
| I just want a good cup of coffee! #StarbucksProblems @Starbucks @ILoveCoffee | Pos | Product |
| New @Starbucks healthy food/juice store in San Francisco http://t.co/srR1K6mR via @Evolutionfresh http://t.co/1ypYwLdu | InDiff | Staff |
| Nothing like a nice venti hot chocolate @Starbucks to end a very busy day | Pos | Product |
| Holiday cups have arrived @Starbucks!! This means only one thing...It's the most wonderful time of the year :) #Excited http://t.co/FzqBMQ30 | Pos | Product |
| Dear @Starbucks I believe you got my order wrong and gave me cows milk instead of soy. Should have stuck with my usual Americano | Neg | Product |
| @NadiyaaAnd @Starbucks Now I do too Nadiya lol | InDiff | N/A |
| Obama-endorsing CEO @Starbucks: Because of all the new taxes abt 2 crash down on our family, u r a luxury we can't afford anymore. So long | Neg | Brand |
| Y do I get irritated every time I try 2 use my @Starbucks card at #barnesandnoble coffee shop. Y use logo if it isn't a real @Starbucks? | Neg | Brand |
| Dear @Starbucks, bubble tea would be a good addition to your menu ;) | InDiff | Product |
| Overhearing an MLM pitch next to me @Starbucks and remembering that some businesses refuse to deliver real value #emnonbro | InDiff | Work |
| Overheard at @Starbucks: "GT Entertainment would be good to hire for a DJ for the wedding." @Greg_Tish | InDiff | Personal |
| homework time @starbucks with @allyy_cat and #twitterlessjoey. #sryear #twitterlesspeople | InDiff | Work |
| You just bought me a bevy from @Starbucks!! :) finally got around to using my gift of winning Best Costume!!! Thank you @shainool!!! | Pos | Personal |
| @Starbucks should deliver | InDiff | Brand |
| @deannaberish I'm gonna drink a frappÃ© and eat a bigmac while my Dell is sitting on a book at @Starbucks sounds perfect. | Pos | Product |
| @Hayden_Paige @MattCrotteau @Starbucks They indeed have honey in them. However the Peppermint Mocha and the Gingerbread are Vegan w soy*=-) | Pos | Product |
| YAAAAAAAAAAAAAYYYY!!! The joy HAS begun!! Fallen in love. My favorite drink is back AND the #redcups @starbucks http://t.co/119KYK6g | Pos | Product |
| I feel like the new #Christmas cups from @Starbucks are smaller than the usual grande is. Thoughts? | Neg | Product |
| I love @Starbucks during the holidays! Christmas in a cup makes my day better! #coffee #pq499 | Pos | product |
| @StarbucksCanada Great since I started it off right with a @Starbucks Venti Vanilla Latte Non Fat & it was free with my rewards #addicted | Pos | Product |
| Saying you want a @Starbucks 'Frappe' is like saying you want a Dell MacBook. @tyleryall @joshkeagy @robbfolz @jzbusz #starbucksPSA | InDiff | Product |
| ReKINDLE the season. @AmazonKindle x @Starbucks #bookworm #fall #winter http://t.co/1EJ4Lom1 | InDiff | Brand |
| My night just got a lot better thank you, @starbucks http://t.co/QvNzLF1v | Pos | Brand |
| The only thing making today even remotely ok. @starbucks #peppermintmocha http://t.co/WpFtdBAS | Pos | Product |
| just told the guy working @BlenzCoffee that even though I work @starbucks I still go there for any chocolate based beverages. #love #thebest | Neg | Product |
| The Caramel Brule Latte from @Starbucks is magnificent--and has given me just enough energy to get out of this chair and open the door. | Pos | Product |
| Please don't bring computer peripherals to @starbucks. Nobody's impressed by your screenplay. #attentionstarved | InDiff | Personal |
| @Starbucks think you should buy me one? I am a regular (; | InDiff | Brand |
| I love that @starbucks lets me know I have arrived. <3 http://t.co/S99AabYP | Pos | Brand |
| Wow crazy out!!! Wtf Stuck at @starbucks with my mother taking shot after shot of espresso. #wired ðŹˆ | InDiff | Personal |

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|--|--------|----------|
| Got our @starbucks - we are ready to jetset! Bound for Baltimore! @ Indianapolis International Airport (IND) http://t.co/DZqber8C | Pos | Brand |
| @Starbucks PLEASE FOLLOW ME! | InDiff | Brand |
| I LOVE @Starbucks SO DAMN MUCH.#YUM #YUM #YUM | Pos | Brand |
| Dear @Starbucks - I love you but this redeeming of the rewards/free drinks thing is a little complicated. ðŸ˜ˆ- #coffeeholicprozb | Neg | Brand |
| I could really go for some @Starbucks right now... | Pos | Brand |
| Going to @Starbucks for coffee with a friend. Will make awesome #mamavation worthy decisions! | InDiff | Personal |
| Caramel brule latte @Starbucks means winter. | InDiff | Product |
| @Starbucks im a supplier coffee beans from indonesia, and i have coffee LUWAK n arabica coffee, are you looking for coffee beans? | InDiff | Personal |
| @Starbucks Craving Starbucks so baddd!<3 | Pos | Brand |
| Red cupsâ€œ @starbucks #itsthattimeofyear @ Starbucks http://t.co/XkC3Kqhp | InDiff | Product |
| @RGD having fun at @CascoDesign playing puzzle game - beat that score! For a @Starbucks gift card #rgdDT studio tour http://t.co/dwiurqEs | InDiff | Brand |
| @Starbucks is the most perfect thing in the whole entire world <3 #addiction | Pos | Brand |
| @Starbucks has 8000 combinations of drinks but they don't deliver? #whyyyyyy | Neg | Brand |
| thinking in adagio @starbucks http://t.co/vnoze2Gh | InDiff | N/A |
| Thank you @Starbucks for making my day! #RedCup #ExtraEspresso #LTD http://t.co/OQMS4lvM | Pos | Product |
| Caramel brÃ»lÃ©e latte <3 #redcupchallenge @starbucks http://t.co/LRJCdsgA | InDiff | Product |
| It's a great day when you find out you've earned a @Starbucks reward drink! | Pos | Product |
| I guess nobody goes to @starbucks to grab a *quick* coffee. At least, the staff certainly doesn't act that way. | Neg | Staff |
| Day 7: I am #thankful 4 Skinny Peppermint Lattes! When u r having a bad day & not feeling well @Starbucks seems 2 make everything better! | Pos | Product |
| Loooove the holiday season for so many reasons, but the main part being the @starbucks holiday drinks!!! | Pos | Product |
| The sound of the milk frother @Starbucks is killing me right now craving some sb! @StarbucksCanada #cantstudy #homework #ualberta | Pos | Product |
| @Starbucks the new rewards being sent direct to our phone app needs to have a balance and notification.not smart to have to log onto website | Neg | Tech |
| yay i'm getting my @Starbucks gold card<3 | Pos | Brand |
| #iminlove @starbucks #heaven lol http://t.co/5Ww2L9IQ | Pos | Brand |
| This song absolutely rocking right now. â™ª« Animals by Muse (at @starbucks) â€” http://t.co/zAo9HN16 | InDiff | Personal |
| @starbucks give me the Christmas edition cup so I know it's real | InDiff | Product |
| @mqgid7 @MiloandJack @Kateplusmy8 @Starbucks Isn't Kate 'thrifty'? Uh, no. No wonder @couponcabin fired her | InDiff | N/A |
| Eating too much shit FFS Fuck u @tesco @cafe @starbucks @cornershop @mikate @trainstationshop @pretmanger @cafenero @nisa | InDiff | Brand |
| Morning. Double Shots. Iced shaken Espresso. Turbo charged. @Starbucks in Jakarta. | InDiff | Product |
| I don't normally drink @starbucks, but when I do I Make sure to get it for FREE!!!! #WINNER | InDiff | Product |
| Only thing better than a Pumpkin Spice latte... Peppermint Mocha! @Starbucks #starbzaddict | Pos | Product |
| n their jazz music playing here is good so are the people in here @Starbucks is just simply great the end of my appreciation tweet | Pos | Brand |
| Some good ol' @starbucks before work! http://t.co/T2C48NQm | Pos | Brand |
| . @starbucks salted caramel hot chocolate is the bomb! | Pos | Product |
| Little girl, to older lady (in @Starbucks): "I love your sweater! Where did you get it?" #OMG #adorable | InDiff | Personal |
| @Starbucks I love the Starbucks app!!! | Pos | Tech |
| fuck i love @Starbucks i've probably spent \$100 in the past three months on @Starbucks their food and drinks are awesome | Pos | Brand |
| 2 kick ass days at work = 1 @Starbucks Venti White Chocolate Mocha. Even more impressive when I show my Gold Starbucks Card! | Pos | Product |
| Grabbin' some joe!! (with Ava, Addison, and Bethany at @Starbucks) â€” http://t.co/F1QzOJZX | InDiff | Personal |
| @Starbucks I know you may not read this, but please surprise my friend @OnMyMiNd04 by following him for his birthday! | InDiff | Brand |
| @kd316 @starbucks That is my plan. :) | InDiff | N/A |
| @MyWalkofGrace @starbucks // buy enough to last all year #christmas365 | InDiff | Product |
| @Starbucks whenever you decide to sell your sea salt or caramel brÃ»lÃ©e sprinkles, please let me know. :) | Pos | Product |

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|---|--------|----------|
| We cannot wait to share more about this special seminar on 11/26 :) @starbucks http://t.co/F7lGrBzaâ€¦ #delish #roasty #coffee #yum | InDiff | Brand |
| Day 4 of @Starbucks! still addicted to Grande Peppermint Mocha! And Bage! And got a free @ Starbucks Coffee http://t.co/9h8zeAyx | Pos | Product |
| At @starbucks â€” http://t.co/T5140hi4 | InDiff | Personal |
| @Starbucks is great Did take your kid to work day :D with @TylerMurray10 | InDiff | Brand |
| What's making me happy this minute! Peppermint mocha. @starbucks canada @starbucks #redcupschalle @ Starbucks http://t.co/C8or1BLS | Pos | Product |
| Slightly obsessed with vanilla cream frappuccinos with a pump of pumpkin spice from @Starbucks. | Pos | Product |
| I just had the worse @Starbucks drinks and there are little choco chips in my caramel frap! Happy Bday to me! http://t.co/dVKN5Fy9 | Neg | Product |
| My latte has "aske me" flavor!! Thanks @Starbucks for the special coffee. http://t.co/Hj4alYvm | Pos | Product |
| Just had my first cup of @starbucks Christmas Blend of the season. So good! Wish they had it year round. | Pos | Product |
| I love that my sister works for @Starbucks. | Pos | Brand |
| My sweet kiddos in their "indivisible" bracelets courtesy of @starbucks http://t.co/TJH80MBd | Pos | Election |
| I'm basically saying that you should all give me @Starbucks every chance you get. | Pos | Brand |
| I hate when I go to @Starbucks, & they don't write my name down and/or smile. But when they find out I'm a barista too then they do it ðŸ˜ŽðŸ˜Ž | Neg | Staff |
| Went to @Starbucks to study since I can't get anything done at home. Apparently that's the case for everyone else too.... soo packed. | Neg | Staff |
| I don't get it when I walk by @starbucks and see people sleeping. #oxymoron #getacoffee | InDiff | Personal |
| There are not enough random acts of @Starbucks in my life. | InDiff | Brand |
| Nothing better than @Starbucks delivery from a sweet friend!!! | Pos | Personal |
| At @starbucks not drinking @starbucks, judging you... #starebucks | InDiff | Personal |
| @Starbucks give me the Christmas edition cups so I know itâ€™s real ðŸ˜Žâ€”ðŸ˜Žâ€” | InDiff | Product |
| #Didyouknow most places serve soy milk, including @starbucks. You can enjoy little treats, without sacrificing your health. | InDiff | Product |
| I could absolutely go for ANOTHER @starbucks #GBL #Nom http://t.co/15ZHw1kt | Pos | Product |
| #8ReasonsWhyImOnTwitter @JohnnyDukes32 @Travisty08 @BrodyFLA15 @StephBlue15 @Jerri0571 @TiffanyLReeves @Starbucks @blakebass LOVE YALL | InDiff | Brand |
| Had my first @Starbucks Peppermint Mocha today. It must be winter! | Pos | Product |
| Just took a straw to the face. Both girl sitting next to me and myself have managed to spill our waters @Starbucks. Is it Friday yet?! | InDiff | Personal |
| You know winter's almost here when the @Starbucks red cups come out http://t.co/feS0kSmR | InDiff | Product |
| It's a #dirtychai kind of afternoon. @starbucks #chai #doubleshot #espresso #alwaysiced http://t.co/0VJ0GNEz | InDiff | Product |
| Chillen @starbucks @francescanotw #starbucks. http://t.co/10s96myI | InDiff | Personal |
| The @starbucks in market square was out of bold. They brewed me some fresh. I work two jobs, this type of customer service is rare. | Pos | Staff |
| Thank you sweet baby Jesus for the warmth of @Starbucks because there's nothing but pouring, freezing rain as I walk to the law school. | InDiff | Personal |
| i love you @Starbucks | Pos | Brand |
| Here @starbucks gonna freshen up with coffee:)yhum! | Pos | Product |
| .@starbucks gingerbread latte, down the hatch. the evening is still young. #getinmybelly | Pos | Product |
| I'm like 4 points away from being a @starbucks gold member so yes I am going for the seconds time today. | InDiff | Brand |
| Hey @starbucks my local Starbucks say no more Pumpkin Spice in Casa Grande, AZ. :(There goes fall. All we get is red cups. Thanks. | Neg | Staff |
| @MarinaBotros I got an @starbucks card | InDiff | Brand |
| Got my first red @starbucks cup today, which means it is officially my favorite time of year! | Pos | Product |
| @Starbucks we want some starbucks in denmark, thanks. yayyy | Pos | Staff |
| If only @Starbucks would deliver a gingerbread latte or a peppermint mocha to my bed right now.. ðŸ˜Žâ€”â€” | InDiff | Product |
| marry me @starbucks | Pos | Brand |
| @Starbucks your Refreshers are delicious! Tried my first one today and now I'm hooked! :) #delish #addict http://t.co/KZekw2hA | Pos | Product |
| I'm "GOLD" now baby! (@Starbucks) LOL! http://t.co/Ee67DfpU | Pos | Personal |
| @carey @Starbucks always happy to do so as long as you're the one paying lol | InDiff | N/A |
| Our afternoon pick-me-up. @Starbucks #Refreshers @andrewbeals http://t.co/YfJxDxH | InDiff | Product |

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| Day 6 of #novemberphotochallenge- favorite things... @starbucks Caramel Macchiato (triple grande @ Starbucks http://t.co/cs4vTGw6 | Pos | Product |
| Passion Tea Lemonade and a Snowman Cookie. Birthday treats on break @Starbucks :) http://t.co/RJdTbw67 | Pos | Product |
| Almost every other thought I have is about @Starbucks. â• | Pos | Brand |
| On I-5 @Starbucks heading to San Jose for viewing of Vietnam Memorial video to the board. Hope they like it! http://t.co/NpRi2vem | InDiff | Personal |
| @lanceinchicago thanks again for the @starbucks & much needed pick-me-up! | InDiff | Personal |
| Teaching NKP about the life of Service (@Howard Elem) & Sipping (@Starbucks)#EngageThruServing#ElectedToCare http://t.co/1A9e1axR | InDiff | Personal |
| #Thanksgiving tip: @Starbucks is giving away @food52's holiday #recipes #ebook for free this week! cc: @OpenAirBooks http://t.co/6jpNkeTV | Pos | Brand |
| what xmas drinks do you have in America in @Starbucks ? | InDiff | Product |
| The distance from my house to the nearest @Starbucks is unreasonable. #sotired | InDiff | Staff |
| @ContraryMary #FirstWorldProblems #FreeThingsAreSoDifficult @Starbucks | InDiff | N/A |
| My relief from the nor'easter hitting Boston outside the window. @starbucks @ The Westin Boston Waterfront http://t.co/dwIgnGLk | InDiff | Brand |
| SCREW YOU @STARBUCKS FOR MAKING US THINK FALL IS ALL ABOUT CASHMERE SCARVES AND PUMPKIN LATTES!!!!!!!!!!!! | Neg | Brand |
| Nothing like finding a cup of joe waiting for you at work @Starbucks http://t.co/HN4LHa15 | InDiff | Product |
| Thank You Boulder @Starbucks team for donating your time and enthusiasm preparing & serving a @bouldershelter meal! http://t.co/Xp5St3sV | Pos | Staff |
| I wonder how many gallons of coffee are poured in @Starbucks garbage cans each year by people who want a little more room for their milk? | InDiff | Product |
| @mattdragos welcome to the gold card club @Starbucks | InDiff | Brand |
| What I Ate Wednesday Post: Breakfast from @Starbucks, plenty of pumpkin, some new meals and an injury update! http://t.co/mEe3ILD7 | InDiff | Product |
| @ellecaryl @starbucks AGREED! My all-time fave life quote came from one of those cups! | Pos | Product |
| No matter who is president, we're one nation. We need to be united. #indivisible @starbucks http://t.co/MfTLbqC | InDiff | Election |
| Hanging w/ @JacksonJasmynn at @Starbucks! So excited about the plans God has in store for this girl!! :) | InDiff | Personal |
| When your husband not only surprises you w @starbucks but gets it perfect (tall, nonfat, extra hot, with whip, no topping) THAT'S LOVE! ;) | Pos | Product |
| It's Christmas...? (at @starbucks) [pic] â€” http://t.co/nHL5KF9k | InDiff | Product |
| these are the times I wished @starbucks delivered... | InDiff | Brand |
| Nothing like some Bach and and Earl Grey Tea Latte at @Starbucks for an afternoon break. #classtonight | Pos | Brand |
| My day : @Starbucks Egg Nog latte, cake pop and Influence by Mary-Kate & Ashley Olsen http://t.co/GwzyWZV3 | InDiff | Product |
| I wish @starbucks would deliver #iwouldbebroke | InDiff | Brand |
| The most delicious thing I've eaten. Like ever. @Starbucks cake pop #NeedMore http://t.co/OKjoswAC | Pos | Product |
| Lucky dozen @Starbucks always makes my day :) #RedCups #rewards | Pos | Product |
| Why did @starbucks stop using peppermints pieces in their peppermint mocha? | InDiff | Product |
| @louiseahendy @starbucks YESSS! Definitely up for this, haven't had one or about a month or more ðŸ™ need to be #reunited | InDiff | Product |
| May or may not be bringing my phone charger w me to @starbucks. I'll let y'all decide. | InDiff | Personal |
| Second coffee today...oh @Starbucks. #starbucksaddict #coffeelove | Pos | Product |
| Girl forgets wallet, I buy coffee. Return to Starbucks the next day and receive this. @Starbucks #GoodDeed http://t.co/YSg0bjwJ | Pos | Brand |
| @Starbucks it'd be nice if, when I get to 12Stars, App AUTOMATICALLY gave me my free item vs. telling the barista to hit a button. #iForget | Neg | Tech |
| @NiceIcePrincess Hey..that's good. Get a little competition going. You ROCK! @Starbucks | Pos | Brand |
| @starbucks I want x-mas cups ! :) http://t.co/K3te3Ped | Pos | Product |
| My name is going to be Rocco today @Starbucks | InDiff | N/A |
| Dark chocolate pretzels + @Starbucks caramel machiato w/ sea salt = best day ever! Thanks @johnstromme http://t.co/AdrxTRgC | Pos | Product |
| @MoreThymeBlog @starbucks found competitor who will make :D | InDiff | N/A |
| Nothing like #Tazo Refresh #tea with lemonade and honey to make you feel better. Thanks, @Starbucks ! | Pos | Product |
| @AskBabyMama @mqgd7 @Kateplusmy8 @Starbucks LOL...fragile egos they have! Here U come stirrin the coffee pot! ;) | InDiff | N/A |
| @EnnisSarah @starbucks did you try the pumpkin flavour for Halloween? it was to die for! Love #festivedrinks :) X | Pos | Product |
| Shout out to @starbucks for having the worst wifi ever | Neg | Brand |

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| @AskBabyMama @mqgd7 @MiloandJack @Kateplusmy8 @Starbucks You first, BM | InDiff | N/A |
| @townandbaby @starbucks I probably will to get away from my crazy #toddler soon! | InDiff | N/A |
| Is this real life?? @starbucks #starbucks #Florida #NoSnowInSight #SorryImNotSorry #HappyKid http://t.co/4dAYX5Ni | InDiff | Brand |
| @starbucks how come the holiday flavours don't come in sugar free options? | InDiff | Product |
| @ellahendy27 haha no I don't think so! Other than that we should totes go for a @Starbucks tomo!! | Pos | Personal |
| @MommyConnectEDW I would just about brave this weather for @Starbucks right now! #weeping | Pos | Brand |
| @Starbucks Whitney Houston? That was a while ago | InDiff | N/A |
| Hey @MattCroteau are soy pumpkin spiced lattes at @Starbucks vegan? @MegganAnderson | InDiff | Product |
| First christmas blend of the season... with gingerbread syrup, of course! @Starbucks #favouritechristmasdrink | Pos | Product |
| @NiceleePrincess Start a campaign. Organize. Good luck. @Starbucks | InDiff | N/A |
| Date with @lregan6 at @Starbucks #sweethotbabe #storytime | InDiff | Personal |
| @mqgd7 @MiloandJack @Kateplusmy8 @Starbucks Mac are you kidding? Go to Starbucks & enjoy a Latte. Try not to be a jealous bitter hag. | Pos | Product |
| @JerryUnderscore @starbucks Excellent! | Pos | Brand |
| So @Starbucks, I have to let the register partner know I have a reward on my card before he/she scans my phone? | Neg | Brand |
| @starbucks #Christmasflavors and #redcups are back!! #carmelbrÃ»lÃ©elate #yummm â•ðŸ•œðŸ•œ, @ Starbucks http://t.co/A49kLnP5 | Pos | Product |
| @starbucks | InDiff | Brand |
| @starbucks I am on my way! French vanilla coffee w/ 4 raw sugars and light cream is needed #stat | Pos | Product |
| All this snow makes me want a peppermint hot chocolate from @Starbucks. | Pos | Product |
| Just had a bad experience at @Starbucks . Rare, but not fun. Not going to that one again. | Neg | Brand |
| Best news I've had so far today!! #gingerbreadlatte @starbucks http://t.co/3hrDDPG0 | Pos | Product |
| Ok, this @Starbucks double shot with soy is one of the best I've had, and I've had a lot. I love my baristas! #edenprairie #minnesota | Pos | Product |
| The now Lucky 12 saved me at least \$15! @Starbucks http://t.co/0DMHqVsu | Pos | Brand |
| .@mkontry and I talked our way into a free snowman cookie from @starbucks. http://t.co/lCrJeBPu | InDiff | Product |
| i know i tweet this alot but honestly why doesn't @Starbucks deliver yet!?!? | Neg | Brand |
| Oooh! I got a free drink in my email today from @starbucks. Sweet! Did you use yours @whit_nikki? | Pos | Product |
| Didn't know it was even possible to mess up on a coffee order so badly. @Starbucks in Strozier Library, never again. #horrible #rude | Neg | Staff |
| At @Starbucks... My fav place in the world! Lol | Pos | Brand |
| @Starbucks buy me a drink and food, I'm poor.): | InDiff | Brand |
| NO. my @StarbucksCard did not just lose 15 of my HARD EARNED STARS. i was just half way though... its tough buying coffee. @Starbucks #help | Neg | Brand |
| @MelissaOnline @starbucks A couple people - one in my general area, and another in Canada have eggnog lattes. Weird that some do ... | InDiff | Product |
| Winter cups are here and caramel brÃ»lÃ©e lattes are my favorite @starbucks â• http://t.co/CR0k1qKL | Pos | Product |
| @MoreThymeBlog talked w/@starbucks they've discontinued chocolate covered coffee beans 6/11; reconsider if enough ppl request; china alter. | Neg | Product |
| @erinfancywings im sitting at @Starbucks ...I've just finished some homework and am now just looking at your tweets today #TheyBetterBeGood | InDiff | Personal |
| @starbucks Is full of it | Neg | Brand |
| Expensive taste #Yummy #Carmel #TasteBudHeaven @starbucks http://t.co/p56u8zWz | Pos | Product |
| @Starbucks give me the Christmas edition cups so I know it's real. â•ðŸ•œâ• | InDiff | Product |
| @indiebizchicks Nope. 3 other fabulous flavors but no eggnog latte at my @Starbucks either :(| Neg | Product |
| #delicious #Starbucks #GoldCardMember @starbucks http://t.co/N8hs0mas | Pos | Brand |
| @Danielle_dab You're having @starbucks coffee?! #coffeelover #cantgetenough | Pos | Product |
| @JkomDabomb @Starbucks @momofajs YESSSSS | InDiff | N/A |
| I was SO excited for my first @Starbucks gingerbread latte of the season. Then a liquid comparable to garbage juice touched my lips. #sad | Neg | Product |
| @Starbucks Twice now I have received emails telling me I earned free items, but they don't show on the dashboard. What's up with that? | Neg | Brand |
| @starbucks How do I see my free drinks available in the phone app? My online acct says I have 3 to redeem, but I don't know how!!! #help | InDiff | Tech |

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| First person my @starbucks cashier had seen order a chocolate chai. Welcome to a world of amazing. | Pos | Product |
| #christmas has hit @starbucks. I'm on Christmas Carol watch. Where am I going to hear m @ Westfield St Lukes http://t.co/5ReRnCG5 | InDiff | Brand |
| my @starbucks was on the house! grazie, now i'm warm & extra happy! #yayme #happygirl | Pos | Product |
| ... at the studio, waitin' on a @Starbucks coffee and vaping some Alien Visions Boba's Bounty eJuice in the LavaTube. Deelish. #vape | InDiff | Product |
| @Starbucks #RedCupsChallenge #myfavfestivetreath http://t.co/GlaidDii | Pos | Product |
| @starbucks tea and Rubios tacos! #lunchtime #yum http://t.co/5yAee70g | Pos | Product |
| Random Question: is your local @Starbucks serving Eggnog Lattes? Mine isn't. They have the other holiday flavors, though. Strange! | InDiff | Product |
| It's only November 7th and this is my 3rd peppermint mocha of the holiday season. #addiction @Starbucks | Pos | Product |
| Oh man I just started thinking about Peppermint Hot Chocolate from @Starbucks ... @yecatksoms @momofajs let's get some on Xmas eve again... | InDiff | Product |
| You know it's the first snowfall of the year when the line at @Starbucks is the longest you've seen it all semester. #LetItSnow | InDiff | Brand |
| @20YS The fabulous #RedCup from @Starbucks ... be still my beating heart ;) | Pos | Product |
| @Starbucks drinks & cold days go together like peas & carrots! Unfortunately, those drinks & my weight go together like biscuits & gravy. | Pos | Product |
| I need @starbucks coffeeee!!!! And I need u love @Harry_styles xxpamela | Pos | Product |
| These red cups from @Starbucks make me so happy & excited for the holidays! #RedCupsChallenge http://t.co/49ax2Oj | Pos | Product |
| Ran into @emilysimpson831 at @Starbucks What are the odds? :P | InDiff | Personal |
| Is there @Starbucks in @WaltDisneyWorld right now? | InDiff | Staff |
| @HarveyLevinTMZ . @algore . @Starbucks . | InDiff | Brand |
| Ran into Gerry Cooney here @Starbucks today. Nice guy! #Boxing (@ Starbucks) [pic]: http://t.co/imqULyQB | InDiff | Personal |
| Why Apple made iMac thinner & lighter https://t.co/J75EzAPB /via @9to5mac. This guys is pirating music- http://t.co/DdlFAIYY @Starbucks | InDiff | N/A |
| @Starbucks are the bracelet still at Starbucks today or were they only for election day. | InDiff | Election |
| @starbucks It's starting to feel like Christmas! Love the holiday decor and music - so cozy! | Pos | Brand |
| Finding @killianberry in the obscure @starbucks of Grayton Beach. #lostsouls | InDiff | Personal |
| @Starbucks #rockyroad so pleased I saved half for a cheeky snack! Good to catch up @HenBBZ  | Pos | Product |
| Why did @Starbucks ever get rid of the way I see it on their cups | Neg | Product |
| 4 things ill do when i go to london: go to @Milkshake_City, @Nandos_Official, @Starbucks and find and stalk one direction | InDiff | Staff |
| @bale4fifty @disneymom1208 @deellie81 @starbucks Ohh you win #highmaintenance orderer | InDiff | N/A |
| My whole reason for living is so I can get to the Christmas season and get @starbucks peppermint mochas! #heartwarming | Pos | Product |
| @starbucks #redcups <3 http://t.co/im0WHVCH | InDiff | Product |
| @FSGSuB @disneymom1208 @deellie81 @starbucks venti sugar free cinnamon dulce soy no foam extra hot latte δΥ³ | InDiff | Product |
| @keller_manuel @Starbucks thanks for not answering my question... | Neg | Brand |
| Justifying my 2-a-day @Starbucks habit with the fact it's on campus, with the college getting a slice of the pie! | Pos | Personal |
| Interested in joining us this Friday for a good cup of coffee? We would love to see you @Starbucks http://t.co/s4E6peT | InDiff | Brand |
| @starbucks red cups are back! #happiness. | Pos | Product |
| @Kaligurl270 guess what song came on the radio at @Starbucks just now... http://t.co/WLy5rNGa | InDiff | Personal |
| .@Starbucks Why does cold coffee just taste bad/like bleach and not like iced coffee? | Neg | Product |
| Just finished my last shift. :) @Starbucks | InDiff | Work |
| @bale4fifty @disneymom1208 @deellie81 @starbucks do compare... My order: Venti skinny vanilla latte with 3 Splenda. | InDiff | Product |
| That moment when you know you're supposed to be tired...But you're not. #uhohThank heavens for @starbucks http://t.co/xM5ETjik | Pos | Brand |
| The new addition to my family of Xmas @Starbucks mugs! Thank you @sueanstiss! http://t.co/qizInz5T | Pos | Product |
| @Disneymom1208 @deellie81 @fsogsub I'm a " no foam " girl δΥ³, δΥ³, δΥ³, but I'm a high maintenance @Starbucks order! δΥ³ | InDiff | Product |
| First @Starbucks latte at the @AlgonquinColleg location #excited #soyummy | Pos | Product |
| Just got a round of applause from 3 French guys at @Starbucks who were impressed with my typing skills ;) | InDiff | Personal |
| Gettin' drowsy, need @Starbucks quadruple shot!!! | Pos | Product |

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| take me to @starbucks @brenjane_ c'mon | InDiff | Brand |
| @NiceIcePrincess LOL Louder. LOUDER!! @Starbucks | InDiff | N/A |
| Chilling at the airport with a @Starbucks peppermint mocha #lifeisgood #hometime | Pos | Product |
| @Starbucks, a green tea, coffee, one snowman all in \$6.66. Thats right I'm a #beast. #fb | InDiff | Product |
| I'd love a @starbucks #verismo but not for \$199! No thanks, ill go w a @keurig. K-cups are less \$\$ too #valueprop? | Neg | Product |
| @Becky_DiStefano @starbucks @thecjbrady My fav is still peppermint mocha :) | Pos | Product |
| @MoreThymeBlog @starbucks Chocolate covered coffee beans, ccb'sChanting now! Does Seattle hear us? | InDiff | Product |
| Why does @Starbucks always use regular milk when I ask for soy? I want my \$\$ back | Neg | Product |
| @starbucks bond street; first they went to put coffee in my hot choc, then put nutmeg on then it was cold!! I only wanted a gbread hot choc! | Neg | Product |
| Crazy lady with incredibly saggy breasts kept inching closer as she stood behind me in line @Starbucks. It's pretty cool she didn't stab me. | InDiff | Personal |
| @_hilarymaxwell makes the best @Starbucks in Ottawa! http://t.co/hZSoeYHN | Pos | Staff |
| @starbucks @ Starbucks http://t.co/XwVmG3v0 | InDiff | Brand |
| http://t.co/TwXKiBgK @StarbucksCanada @Starbucks / | InDiff | Brand |
| @mandimarc i wish gigi could get me @starbucks | InDiff | Personal |
| @Starbucks white chocolate mocha just made the walk back to my apartment easier. It's so cold! | Pos | Product |
| Free peppermint mocha from @Starbucks?! #yesplease | Pos | Product |
| @stephaniefusco I will have a little while - where is @Starbucks? (Near the Bay?) | InDiff | Staff |
| hold my @Starbucks, I have to pee #superwhitegirlprobs | InDiff | Personal |
| @ACraftyFox @urbanthreads @TwoMoreSeconds @starbucks That deserves a follow and an LOL. I'll add her name to the hat ;) | InDiff | Brand |
| @MollieinSeattle @leeadams @Starbucks Also, you all should come hang out at our bike party at @theochocolate on Friday! http://t.co/wiuoAUAf | InDiff | Personal |
| @EmeraldCityJazz @nwabcan @ijjcmlee @kateplusmy8 @starbucks How did FUFK find that out? | InDiff | N/A |
| How my brain feels after only living on @Starbucks coffee. #mirrorgram http://t.co/QFn3CKT6 | InDiff | Product |
| To reiterate, it's #snowing. Trying to resist the urge to go purchase a @Starbucks Peppermint Mocha -- for the red holiday cup, of course. | InDiff | Product |
| Give me the Christmas edition cups so I kno its real @Starbucks #thattimeofyear | InDiff | Product |
| @PimpMyKids @schmeckygirl @kateplusmy8 @starbucks How embarrassing. | InDiff | N/A |
| @Starbucks you should follow @TTLYTEALA cause she is in love with starbucks and i swear, she is there so many times atleast once a week! :) | Pos | Brand |
| . @Starbucks & cabbin' it on a snowy/rainy day http://t.co/pmWldkOC | InDiff | rand |
| @Starbucks you know me so well. A song came on while I was drinking tea and it was perfect for how I am feeling. Thanks. | Pos | Brand |
| @Starbucks My 28 rewards stars disappeared in my iPhone app!! :-/ Am I the only one or is this a known issue?? Thanks | Neg | Tech |
| That awkward momentâ€¦ when my iPad hotspot is 10x faster than the @Starbucks wif. Thanks, jerk who is streaming video in the coffee shop. | InDiff | Tech |
| @MollieinSeattle @leeadams @Starbucks Much love to all of you!! | Pos | Brand |
| @Starbucks the lid to my venti iced bev cup is missing the plastic seal. Can I buy new lid? Don't want to be wasteful & toss the whole cup! | Neg | Product |
| @VZWMelanie @htsuka Nice to meet the 3 of you @Starbucks today! | InDiff | Personal |
| The People for Ethical Treatment of Fruits & Vegetables are glad no pumpkin was mistreated in the making of @starbucks seasonal drink. | Pos | Product |
| @TTLYTEALA: I think I'm in love with @starbucks no joke... | Pos | Brand |
| First @Starbucks gingerbread latte of the season and it is DIVINE! (@ Starbucks) [pic]: http://t.co/BMfYHRsj | Pos | Product |
| #xmascomeearly Just scored an additional 5 bucks compliments of @starbucks. Thank you! As I sip on this egg nog latte mmmm | Pos | Brand |
| The more I drink @LaColombeCoffee, the more I dislike @starbucks...I'm turning into a coffee snob and I don't even mean to | Neg | Product |
| Stopped into @starbucks, way too much Christmas going on in here...my head hurts. | Neg | Brand |
| Just watched a guy in my @Starbucks freak out and yell at a barista and she remained SO calm and so polite. Props to you miss!! | Pos | Staff |
| Just another day in #Florida: Woman arrested for masturbating in @Starbucks with a while high on crack. http://t.co/bbVWtNCt | InDiff | Personal |
| white peppermint mocha...â™¥â™¥ @Starbucks | InDiff | Product |
| pumpkin spice latte... thankyouuu @Starbucks #ImAllToasty | Pos | Product |

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| @TulaPink @urbanthreads I don't want to rat her out, but @TwoMoreSeconds bought coffee for the car behind her @starbucks . | InDiff | Personal |
| I went looking for #espresso #coffee that's not #Fairtrade and worse than @Starbucks in a bad neighbourhood because... http://t.co/5tenamR7 | InDiff | Brand |
| Salted caramel cake pops from @Starbucks and "anything can happen" by Ellie Goulding are my new favorite things. | Pos | Product |
| omg, I LOVE the #snow!! when I'm inside a toasty room, with a @Starbucks Salted Caramel Mocha, looking at the snow through a window. | InDiff | Product |
| #ThreeWords I've waited all year to hear: "venti gingerbread latte!" @Starbucks | Pos | Product |
| A kid who refuse to do her homework #niceday @starbucks | InDiff | Personal |
| @TheREALMrsLane @starbucks Mine too! I got it 3 days in a row! Yummy. | Pos | Product |
| @MsKylee12 @starbucks that's my favorite http://t.co/Vzj6MQKs | Pos | Product |
| Just realized the woman at @Starbucks put my name down as "Chloe." I missed an opportunity to belt "THAT'S NOT MY NAME" in her face. | Neg | Staff |
| Social media involvement yielding real world benefits. Mmmm @Starbucks. Thanks j920 http://t.co/g2SzGIV1 | InDiff | Brand |
| At @starbucks â€” http://t.co/oqbbiTgg | InDiff | Personal |
| @stnikolaos @lockhrt @Starbucks Booking a plane ticket rn | InDiff | N/A |
| I hate when I finish drinking my @Starbucks coffee :(i might need to start buying Ventis. | InDiff | Product |
| Nov. 7- I'm grateful for coffee without it I wouldn't make it through night class. #givethanks First @starbucks... http://t.co/WvVYUSv9 | Pos | Brand |
| @Starbucks the Christmas blend is delicious! #Christmas #coffee | Pos | Product |
| My first red cup of the holiday season @Starbucks http://t.co/aHC6E30A | InDiff | Product |
| I don't think ppl are taking this Nor'easter thing seriously. I ran 2 @Starbucks real quick before snow starts sticking&EVERYONE is outsideâ€¦! | InDiff | Personal |
| I'm craving a Caramel BrÃ©e from @Starbucks right now! | Pos | Product |
| @Starbucks The Wi-Fi in your stores is really pitiful &---sent via LTE from Brentwood TN store. | Neg | Tech |
| â™¥ @starbucks #caramelbrulee literally only missed two days since winter drinks have been back. ..I have a pr http://t.co/F7BNw6aW | Pos | Product |
| Thanks for being classy @regroup12 @Starbucks in the red cup is the best. http://t.co/XVqCuW76 | Pos | Product |
| Treating myself to a Praline Mocha on my last day of college before Christmas http://t.co/1X9t86C4 via @Starbucks | InDiff | Product |
| Christmas cups at @Starbucks! Now it must be Christmas season! Also peppermint chai is #drinkheaven #ilovechristmas http://t.co/pjuTcnbV | Pos | Product |
| Yes Please :) @starbucks #ThanksgivingBlend #SoGoodICouldDrinkItBlack #ILikeMyCoffeeLikeLikeMyPresidents ðŸ™•â€” http://t.co/mqkzQVVE | Pos | Product |
| I don't need words and as much as it hurts I need love from you babyyy @starbucks | Pos | Brand |
| The sheer awesomeness of this snowstorm in #yeg needs to be admired. If it wasn't for my @starbucks habit, I would not go out at all. | Pos | Brand |
| This weather is making me want to go back home and cuddle in bed. I really need some @Starbucks #coffee. | Pos | Product |
| @stnikolaos @queenmedoner @starbucks On my way xoxoxox | InDiff | Personal |
| @lockhrt @QueenMedoner <333 I'm so happy. Now everyone fly here and let's high, married, and drink some @Starbucks | InDiff | Product |
| Once a #Barista always a Barista @Starbucks #Brorista http://t.co/c2p1NpBb | InDiff | Staff |
| I am pretty sure that @Starbucks' ham artisan breakfast sandwiches brighten any day... #Delicious | Pos | Product |
| @joestump Agreed. I had ID (to match my postcard), but I wasn't going to quibble. There are other coffee vendors in the area. cc: @Starbucks | InDiff | Brand |
| @Starbucks got dem red cups. #ChristmasIsComing !! | Pos | Product |
| @Hiatuslacuna @starbucks @makenoteofit that poor snowman cookie never had a chance ðŸ™•%o | InDiff | Product |
| @starbucks nothing like a Salted Caramel Hot Chocolate in the middle of the day! (: http://t.co/9IhRtfdR | Pos | Product |
| Drinking my first Peppermint Mocha from @Starbucks of the season. #OhMyAwesome | Pos | Product |
| 4 more days until I won't be partner @starbucks. I will miss the benefits, but most of all the wonderful people! Licensed store here I come! | Pos | Staff |
| Nothing better #redcups #goldmember @starbucks http://t.co/PBztkdnj | Pos | Product |
| Very disappointed. @Starbucks mailed my birthday postcard late & the store at 1945 Callowhill St (Philly) refused to honor it. #BadBusiness | Neg | Brand |
| Soy Caramel Brulee latte from @Starbucks .. I will have 1 every day until they are over! #myfavoritethingEVER | Pos | Product |
| @slopesinheels @Starbucks @TheCJBrady Gingerbread lattes too! | Pos | Product |
| Venti sugar-free vanilla Christmas blend with soy :-). Yum @Starbucks | Pos | Product |
| @Nwabcn @ijjcmlee @Kateplusmy8 @Starbucks Seems like FUFK has caught Kate's foot-in-mouth disease | InDiff | N/A |

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| The world is once again a better place now that @Starbucks egg nog lattes have returned, right @TheCJBrady ?! | Pos | Product |
| The only incentive I have for going to class is that I stop at @Starbucks on the way. #gradschoolliving | Pos | Brand |
| @leeadams @miir @Starbucks woo hoo! | InDiff | N/A |
| Ok @starbucks you got me! I switched to plain soy lattes and now hooked. #GlutenFree (so much caffeine I cannot spell). | Pos | Product |
| Way to make a terrible salted caramel mocha @starbucks . It's like you didn't even try.... http://t.co/ssKA1OLS | Neg | Product |
| All this cold weather is making me crave @Starbucks again today â• | Pos | Brand |
| If you read the lyrics to "Help!" by the Beatles, it's kind of like I wrote it to Starbucks. Ok I love @Starbucks ok bye. :) | Pos | Brand |
| @lifeofablondie: Blondes are the best. That's why @Starbucks even has a coffee after us â• #BlondeCoffee | InDiff | Product |
| @EmeraldCityJazz @jjcmlee @Kateplusmy8 @Starbucks Wonder how K8's liking having FU as her official spokesperson/mouthpiece now? LOL! | InDiff | N/A |
| @Starbucks @StarbucksCard I was at Starbucks yesterday and I didn't get a free bracelet! ðŸŽ#cheated | Neg | Election |
| Relaxing afternoon in Pearland. Now I sit @Starbucks sipping my coffee with music in my ears. Thank you @TrishC13 wish you were here too :(| InDiff | Personal |
| @MiloandJack @Kateplusmy8 @Starbucks wow wasting more of her children's hard earned money...make your coffee at home..more smart savings k8? | InDiff | Personal |
| @jjcmlee @SchmeckyGirl @Kateplusmy8 @Starbucks Yep, and she'll never live that down! lol | InDiff | N/A |
| @Starbucks has their holiday cups out! I love seeing those red coffee cups! | Pos | Product |
| caffeine charged anxiety. thanks @Starbucks | Pos | Brand |
| @MollieinSeattle I think we can ALL best friends! @miir @Starbucks | InDiff | Brand |
| @EmeraldCityJazz @jjcmlee @SchmeckyGirl @Kateplusmy8 @Starbucks Hope she's not throwing the coffee like she does the sandwiches!! | InDiff | N/A |
| Snow on the ground and @starbucks #redcup to warm me up! It's a beautiful day. http://t.co/49jcltpu | Pos | Product |
| @EmeraldCityJazz @Kateplusmy8 @Starbucks Milo probably getting worried about poor unemployed Kate, scoping new freebies for her! | InDiff | N/A |
| Thank you @emboslycee for the @Starbucks :))) <3 | InDiff | Brand |
| @starbucks your iPhone app keeps informing me that your store is downstairs. Any way to make it stop? Thanks. | Neg | Tech |
| Like I'm legit upset. I don't have money to be throwing \$20 for coffee. We are not friends anymore @starbucks. Didn't even swipe my rewards. | Neg | Brand |
| They didn't give me my skinny peppermint mocha in a red cup :(@starbucks http://t.co/tvNeSfxF | Neg | Product |
| @EmeraldCityJazz @SchmeckyGirl @Kateplusmy8 @Starbucks Kate did say she would work at McDonald s if she had to | InDiff | N/A |
| Peppermint Mocha at @Starbucks #Thankyou Day is already improving :D | Pos | Product |
| I am now a @starbucks gold member! | Pos | Brand |
| @MarisolCorrea @Starbucks Aww see now....*grabs keys/wallet goes to get cinnamon dulce latte* | InDiff | Product |
| @JillyAE #idiocracy does it for me. Whenever going to @Starbucks , I always ay, I've always got time for. Hand job! Love it! | InDiff | Brand |
| Man, I really wish @starbucks delivered. Could really go for a skinny cinnamon dolce latte right about now. | InDiff | Product |
| Living in the country and working hours away from @Starbucks and still maintaining Gold status #devotion | Pos | Brand |
| @Starbucks Red cups are back! | Pos | Product |
| @jjcmlee @SchmeckyGirl @Kateplusmy8 @Starbucks Must be true! Milo is Kate's official rep! Kate Gosselin has been hired by Starbucks! | InDiff | Staff |
| What's your favorite drink @starbucks ? http://t.co/dUxqwpho | InDiff | Product |
| Christmas mood @starbucks!!! #loveit #christmas | Pos | Brand |
| Ughh @Starbucks ruined my day. I asked to out 10 on my card so I could pay with that but the girl charged me for that AND my stuff. Wtf | Neg | Staff |
| @Starbucks Canada really made the right move in switching hotsp[ot providers. I'm pulling nearly 1 Mbps on Bittorrent right now... | InDiff | Staff |
| Hangin @starbucks pre @alaskaair to SEA thx Vegas! (@ Terminal 3 w/ 3 others) [pic]: http://t.co/ZGMavgfr | InDiff | N/A |
| @SchmeckyGirl @Kateplusmy8 @Starbucks Miko's tweeting the official announcement that Kate Gosselin is now working at Starbucks! | InDiff | Staff |
| 2nd cup of Joe... @Starbucks White Chocolate Mocha w/ Caramel Drizzle!!!!!! â•â•â•â• #Pow #CoffeeTalk #Starbucks http://t.co/RIawSn0q | Pos | Product |
| @EmeraldCityJazz @SchmeckyGirl @MiloandJack @Kateplusmy8 @Starbucks Did Kate get a job at Starbucks?Is that why she is so busy? | InDiff | Staff |
| CEO of @StarBucks supported and sent money to Obama. No more coffee for me. I even bought one of the bracelets to help people get jobs!!!! | Neg | Brand |
| I need a Caramel Apple Spice from @Starbucks!!!!!! #snow #hmm http://t.co/exhnXKPR | Pos | Product |
| Cant wait for the red cups to come out on @Starbucks :) I really want one not sure why haha | Pos | Product |

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|---|--------|----------|
| iced @starbucks coffee + @rihanna | InDiff | Product |
| @SchmeckyGirl @kateplusmy8 @starbucks You have to forgive Milo. She's very desperate for a Kate crumb. | InDiff | N/A |
| @SchmeckyGirl @MiloandJack @Kateplusmy8 @Starbucks Employee? Makes no sense! | InDiff | Staff |
| Excitement over election + daughter who woke up early = tired parents. Thank goodness for liquid caffeine, aka chai latte from @Starbucks | Pos | Product |
| @MiloandJack @kateplusmy8 @starbucks Wouldn't they just call her Customer of the Month? | InDiff | Staff |
| It's time for another edition of one of my "2nite @ Kenny's" shows. I think the last one was at @starbucks a few years ago | InDiff | Personal |
| That moment when they finally don't have to ask for your name at @Starbucks. Lol. ¯_(ツ)_/¯ | InDiff | Brand |
| Worst @Starbucks experience burnt milk in my latte and a horrible spinach and feta wrap #badstarttotheday | Neg | Product |
| Need more caffeine than our coffee bar offers? @mappscOFFEE & @starbucks are both within walking distance of the hotel. http://t.co/px7b0t69 | InDiff | Personal |
| What else would I be doing on a warm, sunny afternoon in Texas...other than having my @frappuccino fix @Starbucks!! #ohsogood | Pos | Product |
| @Starbucks has a coffee called #BlondeCoffee considering becoming a coffee fan ;) | Pos | Product |
| Why did i just wash my @Starbucks chai latte get cut with water. This is not only bullshit but also tastes terrible. #dayruiner | Neg | Product |
| Now it's winter marshmallow Twizzlers @starbucks #Winter #treats #kerrazy #project365 http://t.co/4iqZiRr1 | InDiff | Brand |
| @Kateplusmy8 I heard Ur employee of the month at local @Starbucks & U don't even work there! LOL #MuchoCoffeeDrinker Gotta keep Mom goin! | InDiff | Staff |
| First time buying something at @Starbucks @StarbucksUK and I felt awesome!! Couldn't stop smiling :D | Pos | Brand |
| Waiting a hundred years to get some @starbucks #coffeeoverproblems | Neg | Brand |
| Oh @Starbucks and the peppermint mochas. You will make me broke. | Pos | Product |
| @lilmissjose: Yummyyy http://t.co/4RdBjuOl i can one up you now... @Surreysportpark has a @starbucks INSIDE! #jamaheffer | InDiff | Brand |
| Apparently I ordered "coffee grounds" in my @Starbucks drink / http://t.co/MBhXEIRf | Neg | Product |
| Dropped my credit card in @Starbucks without noticing and the lady behind me pointed it out, so I bought her coffee.#feelgood #payitforward ¯_(_)_/¯ | InDiff | Personal |
| @starbucks I'm in love with your peppermint mocha frappichino, or as I like to call it Christmas in a cup. | Pos | Product |
| Hey @Starbucks I demand mr hanky the x-mas poop on your Xmas rotation music in the background | Neg | Brand |
| Drinking a pumpkin egg nog latte @Starbucks #YOLO | InDiff | Product |
| @agraceh I had @starbucks this morning too:) | InDiff | Personal |
| @starbucks Peppermint white chocolate mocha...Christmas in a cup | Pos | Product |
| Two of my fave ladies sent me a @Starbucks gift card. Thank you @dearbadkitty and @editag :) #love | InDiff | Personal |
| I'm interested to see how @Starbucks reinvents the coffee shop in WA. What new "products" will they come out with... hmm | InDiff | Brand |
| I'm not feeling so good today, had to get a Chai tea from @Starbucks. ¯_(_)_/¯ http://t.co/jJry5ezC | InDiff | Product |
| @Starbucks loses trademark infringement case over Chinese online game ¯_(_)_/¯ http://t.co/LC0dr287 #China | InDiff | Brand |
| all this activity over here at #enoircityboomtown is makin' me feel like @starbucks is gonna have a say.... | InDiff | Brand |
| Soooo .. @starbucks , go follow @TTLYTEALA ! ;) | InDiff | Brand |
| Snow and @starbucks holiday cup! ¯_(_)_/¯, ¯_(_)_/¯...Yay! #hotchoco #nails #democratblue ¯_(_)_/¯, #obama2012 ¯_(_)_/¯ #snow ¯_(_)_/¯, http://t.co/FX7zwSRQ | Pos | Product |
| Is it sad that I'm looking forward to tomorrow morning so I can have my @Starbucks Eggnog Latte | Pos | Product |
| @Starbucks #peppermintchocolate is heavennnnn! Oh my lord | Pos | Product |
| Pair a Creative Travel Mug w/ a @Starbucks gift card for a fab employee gift for the Holidays!!! http://t.co/ofKXnspX | Pos | Brand |
| Omg my day has improved #eggnoglatte @starbucks | Pos | Product |
| @Starbucks today http://t.co/wWM7WDFH | InDiff | Brand |
| #starways to happiness @starbucks 40starbucks #starbucks http://t.co/oZEXnJJ8 | Pos | Brand |
| If @Starbucks followed me... I'd be sooo happy!!! I'm at Starbucks like everyday!!! | Pos | Brand |
| and I'm sticking a representation @starbucks on the ground floor. It will be a money losing tenant. wink | InDiff | Brand |
| @Starbucks now offers their seasonal speciality drinks!!! try their caramel brule latte!! located in lower east level #yegdt #yummy | Pos | Product |
| Amnnnd I just realized, it's not only red cup peppermint hot chocolate time at @Starbucks, it's ALSO peppermint bark time at #Ghirardelli! | Pos | Product |
| Am sitting next to Gottfried von der Goltz @starbucks. Recognize him from @Tafelmusik poster. #secretsofthemusicians | InDiff | Personal |

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| @Starbucks got my new iphone app, my girlfriend send me gift \$ via her iPhone app but funds never arrived? | Neg | Tech |
| I blame this early snowfall on @starbucks getting out those red cups so insanely early. | Neg | Product |
| First Gingerbread Latte of the season! @Starbucks http://t.co/80C3pKSy | Pos | Product |
| First #snow of the year! Well, slush:-) Heading for a @starbucks soy latte in my new #vegan @davrain boots! Will come back dry and warm:-) | Pos | Product |
| Hopefully grandma is taking me to @Starbucks δΥ™☛ | InDiff | Personal |
| @cyriljones Sorry bro... Maybe they will give you a few on the house. #firstworldproblems @Starbucks | InDiff | Brand |
| @dabombwong @Starbucks cool! | InDiff | N/A |
| #8ReasonsWhyImOnTwitter @nickjonas @joejonas @kevinjonas @MileyCyrus @selenagomez @ZacEfron @ashleytsdale @Starbucks | InDiff | Brand |
| Starbucks date by myself. #piestitch @starbucks http://t.co/QEoHTEn8 | InDiff | Personal |
| @gingerymel @Starbucks Maybe their Advent calendar that I just saw last night and desperately want! | InDiff | Tech |
| Currently digging this @Starbucks music selection: Pablo Conte - Via Con Me. Great song to #lindyhop or #balboa to. :) | Pos | Brand |
| #milliondollaridea @Starbucks delivery | InDiff | Brand |
| Struggling to contain my excitement! 15 min till @TomDouglasCo thanks @Starbucks for making this happen! #tobeapartner http://t.co/rvt3XY5e | Pos | Staff |
| Thank you @Starbucks for the free birthday drink! | Pos | Brand |
| And sometimes my #friends loan me their cars after I've wrecked my own and buy me @Starbucks when I'm low on http://t.co/jYddFZOx | InDiff | Personal |
| Starbucks #1 was closed. Starbucks #2 got one order wrong and the other tastes like buttered popcorn. They closed the wrong @starbucks. | Neg | Brand |
| Now playing @backstreet boys on @pandora_radio and sipping a skinny peppermint mocha latte from @starbucks.. #lifeisgood | Pos | Product |
| Trying out the Origami single cup pour over Espresso Roast this morning from @starbucks Japan http://t.co/lSyqPBF2 | InDiff | Product |
| My day has been made!!! @Starbucks #EggnogLattes are out!!! Time to put on the winter weight :) | Pos | Product |
| Having my birthday @starbucks drink here today... @ Pike Place Market http://t.co/BAMJGJVY | InDiff | Product |
| A pumpkin spice latte from @Starbucks will hopefully cheer me up today ... | Pos | Product |
| Could just drink a #ToffeeNutLatte from @Starbucks | InDiff | Product |
| @starbucks time. #CaramelBruleLatte . Sigh. Memories! http://t.co/Ebisspya | Pos | Product |
| @NiceIcePrincess I love it when we can create a small riot. *grin* @Starbucks | InDiff | Brand |
| @meghalea Salted Caramel Mocha at @Starbucks was pretty freaking amazing. | Pos | Product |
| I'm feeling one of these again @Starbucks #delicious #TheWaitIsOver #RedCups http://t.co/nsKLGIM4 | Pos | Product |
| @TTLYTEALA @Starbucks Who isn't? :) | InDiff | N/A |
| So long pumpkin spice latte. Hello gingerbread â☛☛ @Starbucks | InDiff | Product |
| Omg the snowman cooks @starbucks are so adorable! #iwant | Pos | Product |
| @eibinstiletto @miir @shopdolcevia @PGBeauty @Starbucks Thank you so much! | InDiff | N/A |
| Apparently my @Starbucks coffee. and I have something in common today. Tall and Blonde ;) http://t.co/6oHYNs1L | InDiff | Product |
| @CheshamPeople Chesham prefers coffee tax paid? @starbucks Chesham closes http://t.co/liGZaUck | Neg | Brand |
| Chillin in Downtown Homewood Illinois! (at @starbucks) â€” http://t.co/fJJ1vJc2 | InDiff | Personal |
| Gingerbread lattes are one of the greatest things on earth #love @Starbucks | Pos | Product |
| Well, we both like @Starbucks! :) @RachelBrockway -- @david_landis @abbief @HMA_PR | Pos | Brand |
| @Starbucks You should tell @Harry_Styles to follow me Kk love you! â☛☛ | InDiff | Brand |
| Goin to get @Starbucks ! #Craving #DoubleChocolateChip .<3 | Pos | Product |
| wishing that @Starbucks delivered | InDiff | Brand |
| @Keurig @Sliknic You guys said Nov. for the @Starbucks ones... not on your site yet... when?? | InDiff | Brand |
| @starbucks more great additions to the collection!! ewing305 is the #best #starbucks on me!! http://t.co/4ZGkRBIs | InDiff | Personal |
| My hero of the day is @kerrihatespeeps, certainly deserves all the @Starbucks #VentiWhiteMocha I can afford today :) | InDiff | Product |
| Thanks @starbucks in Charlotte, N.C. for helping this man with his prosthetic legs! http://t.co/OCDRLejA #starbucks #hope #karma | Pos | Staff |
| @Starbucks had a pumpkin spice latte and a pumpkin muffin this morning δΥ™☛ | InDiff | Product |

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| Live Lounge at @starbucks Solihull #livelounge @ Starbucks http://t.co/n50XZEMI | InDiff | Brand |
| @haleydancer96 @EleanorJCalder @onedirection and go to @Starbucks (: | InDiff | Brand |
| Honestly, this skinny caramel macchiato is making me happier than I've been in days. Thank you @starbucks. | Pos | Product |
| Getting my @Starbucks fix! #cupofawesome Who needs Wings when you can feel #Awesome!! #redcupchallenge http://t.co/l8z15aan | Pos | Product |
| @kaziozy @starbucks yeah it was like the only think I used constantly!!!! | InDiff | N/A |
| I want a peppermint mocha from @Starbucks. | InDiff | Product |
| @MpactJacq @nytimes @Starbucks great photo of him!!! | InDiff | N/A |
| @dustinbrewer I know, right? Just frustrating after shelling out nearly 6 bucks for a coffee to find trash in it. @Starbucks | Neg | Brand |
| Mall kinda day. #ootd #bags @starbucks #mall #newmemories #shorts #scarfs #sweater #boots #picstitch http://t.co/P8v2MbLm | InDiff | Brand |
| @cyriljones you could have choked on that, I can't believe they'd let that fall into your drink and do nothing about it. cc:@starbucks | Neg | Brand |
| @ultragrrl @SudsyMaggie @Starbucks I would reply the same. 8-) "Why do you hate vegans?" (rolls eyes) | InDiff | N/A |
| Mohammed keep calm, toffee nut season is back at @Starbucks. And you'll go to the nearest branch asap to get a venti. Keep calm. | InDiff | Product |
| @Starbucks holiday cups make me so happy. Love little bits of holiday season. Already excited for Christmas!! #RedCups #Starbucks | Pos | Product |
| Heading to campus @Starbucks. Come hang. @amanda_johnson2 I'm buying. | InDiff | Personal |
| Red, white & blue! @Starbucks #indivisible #patriot #ElectionDayAfter @coreydu @HDrage @mtcooks http://t.co/0WfOMdu5 | Pos | Election |
| @LancePalmer @Starbucks Ahhh I do love some starbucks... Miss you mr.palmer! | Pos | Brand |
| Seriously @starbucks? I don't think I ordered trash with my latte. #grumble @ Starbucks http://t.co/fa5zVWso | Neg | Product |
| Had my first one of the season yesterday and now I'm craving another Carmel BrÃ©e Latte from @starbucks | Pos | Product |
| @MoreThymeBlog @starbucks I walked in and asked if they still had chocolate beans...then, everyone jumped in | InDiff | Personal |
| @_JamieColson_ @Starbucks I know!!! Its disgusting they took that way from us! | InDiff | N/A |
| Strong-armed my way to last copy of today's @nytimes @Starbucks! http://t.co/4FuWc4Ef | InDiff | Personal |
| Thank you @starbucks You have been a loyal & constant friend at this time of need. #poweroutlets #hotcoffee #freewifi | Pos | Brand |
| all of my @Starbucks stars disappeared and haven't come back!! whyyyyyy #help | Neg | Brand |
| I guess this Streetcar short turn isn't the worst, free samples of @Starbucks gingerbread lattes!! #yyz #worththewait | Pos | Product |
| @NiceleePrincess Who or what caused that to occur? @Starbucks | InDiff | N/A |
| @MollieinSeattle @miir @shopdolcevit @PGBeauty @Starbucks gorgeous!! xo | InDiff | N/A |
| @Starbucks you make the world a much more happier place @kelsey_carr | Pos | Brand |
| Gingerbread latte from @starbucks http://t.co/D3JHuGW6 | InDiff | Product |
| My school should invest in a @Starbucks !! | Pos | Brand |
| I'm definitely grabbing a hot peppermint mocha from @Starbucks while I'm out to stay warm tho~ | InDiff | Product |
| .@starbucks wifi = 3G speeds @att | InDiff | Tech |
| Fancy winning a starbucks hamper kindly donated by @Starbucks? well buy a raffle ticket & support a good cause http://t.co/ytlHUSu | Pos | Charity |
| @Starbucks @maddie_ID i want that too ?;D | InDiff | N/A |
| @Starbucks has the cutest holiday cups ever!!! thanks for always making my day! #happinessinacup http://t.co/iZfOWIB6 | Pos | Product |
| Thank you @Starbucks for my complimentary #indivisiblewristband! #redwhiteblue | Pos | Election |
| Starbucks Christmas Cup in Maui!!! @starbucksCanada @starbucks http://t.co/CaVkaLhf | Pos | Product |
| I feel special since the woman at @Starbucks asked if I wanted my iced coffee special made from the french press. #goldcardstatusbitch. | Pos | Staff |
| Went to @Starbucks this morning for coffee and a bagel and just now for lunch #Addicted | InDiff | Product |
| Brewing coffee for a work event featuring special guest Tom Douglas. #awesome @TomDouglasCo @starbucks @StarbucksJobs | InDiff | Brand |
| Just had my first and last Egg Nog Latte of November. Love em, but they really are not good for you... @Starbucks | InDiff | Product |
| First @starbucks Christmas coffee of the season! Toffee nut latte FTW. | Pos | Product |
| craving @Starbucks salted caramel hot chocolate! | Pos | Product |
| @healthyfoodcart @Starbucks Yum! Might just have to make that happen on Friday; it'll be a nice break from our normal lunch! | InDiff | Personal |

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| @MoreThymeBlog @starbucks well, first there were two, then there was 10 in line- all asking, yeah what happened to chocolate covered beans?! | InDiff | Personal |
| Enjoying my first peppermint mocha of the holiday season from @Starbucks #lovetholidays | Pos | Product |
| Craving an @starbucks Pumpkin Spice Latte. #FavoritePartOfFall | Pos | Product |
| Need that @starbucks in my life right now... Not a coffee person but I need some energy after last nights festivities -_- | InDiff | Product |
| So I asked my mom to grab me a bracelet from @Starbucks yesterday. The workers there insisted on giving her 7... Lol | InDiff | Election |
| My Starbucks Rewards, Starbucks Coffee Company: https://t.co/0ZtD6Jcy via @Starbucks | InDiff | Brand |
| Just had a "reading time out at @Starbucks with @BrendonBurchard The Charge...I LOVE this book!! Fires me up to make sh*t happen!! | InDiff | Personal |
| So excited to have the Caramel BrÄe Latte back at @Starbucks! | Pos | Product |
| I love when it's the holiday season, because I couldn't live without a @Starbucks Peppermint Mocha. #Delish | Pos | Product |
| @NiceIcePrincess :) No I don't. How many? @Starbucks | InDiff | N/A |
| @MezJovi @Starbucks ~ lol, upon second look, is the coffee for you or for the turkey, lol... Clever photo :) | InDiff | N/A |
| @WomensHealthMag have a tropical iced tea from @starbucks. | InDiff | Product |
| Peppermint hot chocolate from @Starbucks | Pos | Product |
| Bring @Starbucks in Serbia!!! | InDiff | Staff |
| Correction: This obscenely overpriced juice is not mediocre, it is awful. It tastes like old, unpeeled carrots. BOOOOO, @Starbucks, BOOOO. | Neg | Product |
| I could get a @starbucks pumpkin spice latte errday #addiction | Pos | Product |
| We're very excited to announce that coming July 1st: Free. 1 click. No registration WIFI at all US locations! :-)/via: @Starbucks | Pos | Tech |
| @MezJovi @Starbucks ~ Love this! I was in Starbucks last night, but I didn't see any red cups. Let us know how the storm is going there... | InDiff | Product |
| Huffington Post: Chic Starbucks Styles A Design Delight http://t.co/FZ47AuCd @huffpo @starbucks @starbucksgossip @ourlawyer | InDiff | Brand |
| My @Starbucks was giving out bracelets today for those who voted yesterday! Red, white & blue w/Indivisible on a bronze plate. | Pos | Election |
| @AndThenWeSaved @Starbucks um yikes! next time hit up @hi_rise, okay? :) | InDiff | N/A |
| @starbucks holiday cup! @ Starbucks http://t.co/3b8LAK0h | Pos | Product |
| I put 25 on my Starbucks card Monday. Today I have 3 dollars left on it. Why is coffee hella expensive? @starbucks | Neg | Brand |
| Day After the Election: everyone still has to go to school, work and get coffee-- @Starbucks for President | Pos | Election |
| @starbucks and they asked me my name... *shrugs* #wakeup http://t.co/mpDfq400 | InDiff | Personal |
| @Starbucks helps you when your sick. The only good thing. | Pos | Brand |
| This new green tea latte @Starbucks came out with is horrible. Why change something that was already great? | Neg | Product |
| Bit into this rock that was masquerading as a blueberry in my muffin this morning Thanks @Starbucks ! http://t.co/97Cq74dR | Neg | Product |
| @nishantgandhi @Starbucks @MumbaiFoodLover i swear-bloody most of the coffee beans are indian...tata supplies them!!!! :/ | InDiff | N/A |
| I feel like today I will be making multiple trips to @Starbucks #sorrynotsorry #sleepygirl | InDiff | Personal |
| @Starbucks ! #washington | InDiff | Staff |
| The best dose of energy after an early morning workout! @Starbucks#redcupchallenge http://t.co/DJQeVfH6 | Pos | Product |
| @MoreThymeBlog Btw, do you know how many folks asking for Choco covered beans last night @Starbucks ? The search is on!! | InDiff | Product |
| Also, check out the @Starbucks mobile app for loyalty best practices -- I'm sort of in love with it! #LMktg | Pos | Tech |
| I know, I know sitting in @Starbucks having a gingerbread latte and sausage buttie just now. Tweeting on newly restored laptop!!! | InDiff | Product |
| First time trying the peppermint mocha at @starbucks | InDiff | Product |
| Oh ya know, just sitting in @starbucks, doing work, and listening to @Alexa_Falk demos. #lovethesongs #sotalented #goingdowninhistory | InDiff | Work |
| @eathwal @starbucks it's gross now! Texture and taste. Did they just change recipe or supplier too? | Neg | Product |
| It's the little things in life that make me happy. Like texting me out of the blue. Movies in bed. And @Starbucks. http://t.co/pub4IlxU | Pos | Brand |
| I think I am addicted to @Starbucks now! #keepsmeawakeat work | Pos | Brand |
| @Starbucks It's insane how good this gingerbread latte is. | Pos | Product |
| Call me crazy, but this is so calming @Starbucks http://t.co/hYehRRDF | Pos | Brand |
| Move over @starbucks #secondcup marshmallow latte is my new addiction! #delish | Pos | Product |

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| What does everyone think of the new #instagram web profiles? Example: @Starbucks http://t.co/6WUuuL7z (h/t @gallaghermatt) | InDiff | Brand |
| @yuvrajhere @Starbucks @MumbaiFoodLover It is so deplorable to see them taking India for a royal ride. They should rename it to TataBucks. | InDiff | Staff |
| I spy a truck. @GoRoofTuneUp Starbucks on Arlington and 91 in #riverside @starbucks #roof http://t.co/Ld6iTNrb | InDiff | Staff |
| If someone bought me a Verismo by @starbucks I would love you forever | InDiff | Product |
| @Starbucks peppermint mocha is back! YUM #happygirl #lovethistimeofyear | Pos | Product |
| Thankful for a friendly @Starbucks barista who hooked me up with a free drink when my #StarbucksApp wouldn't scan. #customerservice | Pos | Staff |
| After a 9-5 day on campus, I'll be spending my evening at @Starbucks. #workworkwork #motivation | InDiff | Work |
| Celebration! (at @STARBUCKS) [pic] â€” http://t.co/OgtwbuwG | InDiff | Personal |
| It's so cold in my office today...wish I had a pumpkin spice latte to keep me warm from @starbucks! | Pos | Product |
| With @agramonte at @starbucks â€” http://t.co/JRH09CFQ | InDiff | Personal |
| Capitalism brought us @Apple @Microsoft @McDonalds @Walmart @Starbucks @Google @GM @Ford @Facebook @Instagram and so much more! #learnit | InDiff | Brand |
| Switched it up a bit today...Got a non-fat chai tea with two pumps of GINGERBREAD instead of Pumpkin at @Starbucks. #Yummy #AlmostChristmas | Pos | Product |
| @iwasahumanboy @GetAwayFromU @Starbucks <3 | InDiff | Brand |
| Caramel brÃ»lÃ© lattes are back!!! Whoop whoop. @Starbucks | Pos | Product |
| I feel so left out when @Starbucks doesn't ask for my name :(| Neg | Brand |
| It's about that time that @Fashion_Munster and I go get our fave seasonal drink from @Starbucks ðŸ˜ƒ #carmelbruleelatte | Pos | Product |
| It's official. Happy Holidays! Trees, red @Starbucks cups, and sugar-free peppermint are here. http://t.co/X7INrRww | InDiff | Product |
| I want a @Starbucks around my corner! Not in a city far away! | InDiff | Staff |
| It's cold out there! With flurries in the forecast, warm up with warm treats @capitalteas, @Jepainquotidien, @Balduccis or @Starbucks! | InDiff | Product |
| peppermint hot chocolate! <3 @starbucks http://t.co/TejRoldS | Pos | Product |
| I'm really enjoying Thanksgiving Blend so far @Starbucks | Pos | Product |
| @Starbucks date with my girl!!! #coffee #girltalk | InDiff | Personal |
| @happyfitmama @starbucks it is soooo cold today! | InDiff | N/A |
| @Mitch1984 @starbucks yum yum | Pos | Brand |
| #ViaPeppermintMocha - not bad! @Starbucks good for a snow day when I can't get out to get one from a smiling barrista #shpk #strathco | Pos | Product |
| Copines @Starbucks ! @LadyChips ðŸ˜ƒ ðŸ˜ƒ ðŸ˜ƒ ðŸ˜ƒ http://t.co/OkIm4Pj4 | InDiff | N/A |
| Its taken me a while to realize, but @starbucks has the most awkward music ever. | Neg | Brand |
| There's a guy here on his computer. Not unusual for Starbucks, except it's his PC w/ huge screen, ... (at @starbucks) â€” http://t.co/5BsHfCXJ | InDiff | Personal |
| The baristas at @starbucks not only know my coffee order, but they've now caught on to my obsession with #houndstooth. #brandloyalty | Pos | Staff |
| Staying hydrated with water. Warming my hands and belly with @starbucks peppermint mocha. #imfreezing http://t.co/iuFVVM1r | InDiff | Product |
| a cup of hot peppermint mocha to start my day... i wonder if they will be releasing Gingerbread Latte soon @Starbucks | InDiff | Product |
| @starbucks @blenzcoffee @kiefydoe #coffee #tea #love #nofilter #large #mmm #favourite. http://t.co/eVmRG15C | Pos | Product |
| For less than the price of your favorite @Starbucks holiday drink, how about this Christmas goodness! http://t.co/lpivBice | InDiff | Brand |
| @Starbucks Winter Advisory Winter Storm Athena calls for a Black Venti and some timberlands | InDiff | Product |
| No internet at home so guess where I get to hang out today? @starbucks #dontmind @ Starbucks http://t.co/2rYNsLyc | InDiff | Personal |
| @nishantgandhi @Starbucks @MumbaiFoodLover their caramel macchiato is a disgrace! had it 2 times.both were #failrest all is fine | Neg | Product |
| Please use my new French @Starbucks name of the day. Merci!! http://t.co/hXkZjH1W | InDiff | Brand |
| @STARBUCKS | InDiff | Brand |
| Red @Starbucks Cups aren't here yet *grumble grumble* | Neg | Product |
| Had my 1st taste of Christmas today in the form of an eggnog late from @Starbucks yum ðŸ˜ƒ http://t.co/GDFPZXZz | Pos | Product |
| All I want for Christmas is... @Starbucks, @verabradley, and @TOMS! | Pos | Brand |
| heading to @Starbucks for my #redcup loving anniversary blend this year on the clover tastes like pure #chocolate #fb | Pos | Product |
| At least one sip of my Pumpkin Spice Latte @Starbucks always feels like I'm taking the Cinnamon Challenge. | InDiff | Product |

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| hey @Starbucks my barista forgot the whipcream and my holiday sprinkles.. the best part of getting a holiday drink :(| Neg | Staff |
| @starbucks iced coffee via is pretty good, better than I expected for instant coffee! | Pos | Product |
| @Starbucks dat blond roast #money | Pos | Product |
| First Christmas cup and cookie of the season. SO excited. #48daystilchristmas @Starbucks http://t.co/hNS0BJW4 | Pos | Product |
| @DunkinDounuts has got @Starbucks beat with their peppermint flavored coffees. | Neg | Product |
| There needs to be a @Starbucks and a @PaneraBread in Pleasant View, Tennessee. Please and thank you. | InDiff | Staff |
| Seriously... Another awful cup of coffee from @starbucks! #cool #morningruined #needmesomedutchbros | Neg | Product |
| @Starbucks gave me caramel brÃ©e latte instead of the gingerbread latte I ordered, but #iaintevenmad cuz that shit was #delicious! | Pos | Product |
| Damn you @Starbucks and your completely addictive Peppermint Mocha. #HeavenInARedCup | Pos | Product |
| @starbucks you have my heart | Pos | Brand |
| @Starbucks equals #inspiration | Pos | Brand |
| @rudy this is me sucking free WiFi off the @Apple Store by the @starbucks at Fair Oaks Mall in VA http://t.co/9NRjHnQg | InDiff | Personal |
| I just got a call from @Starbucks. I start tomorrow! #soexcited | Pos | Staff |
| @starbucks rewards is an eg of #gamification http://t.co/gECJQHDI #bunchball #goingsocial | Pos | Brand |
| Drinking @Starbucks peppermint mocha as it snows on me! #ItsChristmasTimeAgain (@backstreetboys) :-) | Pos | Product |
| I love these red cups so much â @Starbucks #tistheseason http://t.co/br4SF1ar | Pos | Product |
| Going to pick up Magic Mike! And grab my @Starbucks #happygirl | Pos | Brand |
| Gonna go get me some @Starbucks to celebrate what looks like a successful #Approve74 campaign. Thanks for doing your part, Starbucks! | Pos | Brand |
| Guys from the Army Corps of Engineers just came into @Starbucks & I carried a guitar. Perhaps for some sweet melodies during #Sandy cleanup? | InDiff | Personal |
| Dear @Starbucks: Now that the elections are behind us, where'd we land on the free soy & syrup thing? #election2012 | Neg | Brand |
| @Starbucks should have pumpkin spice cappuccinos... or do they already? #soamerican #bestideaveer | InDiff | Product |
| Gold Status whaaaaatttt!!!! @Starbucks @starbucksCanada http://t.co/zle7Ru5X | InDiff | Brand |
| @MarDelSol22 wouldn't it be great if @Starbucks had fireplaces? And we could sit fireside drinking p.s. lattes whilst listening to jazz? | InDiff | Brand |
| Sabina's PSA of the day: If you're having a shitty day, go get yourself a @Starbucks Carmel Apple Spice. 90% guarantee of better moods! | Pos | Product |
| @davidpollack47 @espn_recedavis @starbucks you ordering that #BeaverJuice still? | InDiff | N/A |
| There's a curmudgeonly old white guy complaining about the #Obama re-election at @Starbucks... #SurpriseSurprise | InDiff | Personal |
| THE RELENTLESS STALKER @Starbucks (TODAY) https://t.co/uWwsIRbX | InDiff | N/A |
| Ouch! #adtechNY @DanaBrainia @Starbucks | InDiff | N/A |
| @DarthHelix Scott, I was being silly saying that :) BUT I do wish @Starbucks had more vegan drink/food options! @ultragrl | Neg | Brand |
| Walk into @starbucks and order a tall "tensor fasciae latae" lolol #anatomyjoke #ifyouhavetoaskyoullneverknow | InDiff | Product |
| I'm slowly coming to the conclusion that my addiction to @Starbucks is a serious issue. #Couldbeworse #butprobablynot | Pos | Brand |
| Think amazon is paying @starbucks for this? #redcuphappiness #holidays http://t.co/3qYbrmgv | Pos | Product |
| The @javitscenter @Starbucks will only accept cash or gift cards, so visit #adtechNY booth 1507 to win one by playing our matching game! | InDiff | Staff |
| @Starbucks It's freezing inside the #Boston location on Atlantic Ave! Every one is wearing coats! #turnuptheheat | Neg | Staff |
| Do not like new banana loaf at @starbucks in Van - it's goeey and cakey. Yuck! | Neg | Product |
| I love @Starbucks so fucking much | Pos | Brand |
| How can I expect to lose weight when my fav drink is back? Can't resist eggnog chai latte @starbucks | Pos | Product |
| Celebrating @BarackObama re-election with a Gingerbread Latte from @Starbucks http://t.co/kv8zorp4 | InDiff | Election |
| I think I'm becoming a little addicted to @Starbucks got chocolate with whipped cream!! Might have to give u http://t.co/mNZXgVX | Pos | Product |
| Grande soy latte from @starbucks inside the Javitz Center at #adtechny ... \$6.53. And they don't even put a cup sleeve on for you! Harsh. | Neg | Brand |
| Talk about a stressful day. Managed to squeeze in a #gingerbreadlatte @starbucks #ontopofthings | Pos | Product |
| Very disappointed in @Starbucks SAIT not only is it horrible service but they don't even have the @Starbucks reward program | Neg | Brand |
| SPOTTED: Creative #QRCode from @Starbucks! http://t.co/18MhVdh2 http://t.co/MPEpNwDM | Pos | Tech |

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| @trancesonic @Starbucks Cheers! | InDiff | N/A |
| @Starbucks for lunch | InDiff | Personal |
| I have never had a @Starbucks D. we need one in my town... | InDiff | Brand |
| @Starbucks star count is broken? | Neg | Brand |
| Love me some @Starbucks around the Holidays and I go here everyday thanks @TimothyPaulK and @gabzor @samgryzwa http://t.co/WCYsZ6db | Pos | Brand |
| absolutely loving this spanish guitar music @starbucks has playing currently ! | Pos | Personal |
| Currently waiting in line for a skinny white pep mocha @Starbucks! #letthejoybegin #holiday | Pos | Product |
| @Starbucks didn't put any whipped cream on my latte. Im actually kinda sad about this... Lol | Neg | Product |
| My favourite festive treat: @Starbucks Peppermint Mocha! #RedCupsChallenge @StarbucksCanada http://t.co/3pHXcmQ | Pos | Product |
| Ooh yum I'm at @Starbucks drinking a #GrandeSaltedCaramelHotChocolate | Pos | Product |
| Got my 1st holiday cup @Starbucks & all I can think about is Christmas & @LShelly14! #CafeMisto #HeavenInACup â••ðŸŽ... http://t.co/Fii80Pbq | Pos | Product |
| Horoscope says I have 'dynamic energy' ...which is true, thanks to @Starbucks and @redbull. :) #wednesday | Pos | Brand |
| 1st @Starbucks Gingerbread latte | InDiff | Product |
| @Starbucks run w/ @emespres for the highly sought after Red Cups was the best decision I've made all day #tooeearlyforxmas? | Pos | Product |
| I just want @Starbucks so badly :(| Pos | Brand |
| @naomigoff @starbucks my least favorite thing about Woodbury. | InDiff | N/A |
| @starbucks | InDiff | Brand |
| Having our cool boss bring everyone's fave @Starbucks beverage to our office, @moddeals... #priceless! http://t.co/45vCcWJs | InDiff | Personal |
| #Shoutout to @compuware for my new traveling mug and very cool @starbucks reloadable card #isum12 http://t.co/4tzVF8Ah | InDiff | Personal |
| Much needed. @starbucks #1 of the day http://t.co/NyC6DtqA | Pos | Brand |
| It's an Iced DOUBLE Tall Mocha day @prairiecitysbux @Starbucks | InDiff | Product |
| @drakeshipway @starbucks has a bambo iPhone 4/4s case... why can't it be the 5? http://t.co/aXMFhGHt | InDiff | Tech |
| Woo hoo! Green member at @starbucks and couldn't be happier. Only a few white mochas from Gold! http://t.co/LtxZCLY5 | Pos | Brand |
| @starbucks why is it always so cold in your stores? I'm wearing a winter coat and hat still unbearable. | Neg | Staff |
| Avoid the atrocious & faltu 'Iced Chai Latte' at @Starbucks #Mumbai. Nowhere close to global standards. Can I get a refund? @burrr_mumbai | Neg | Product |
| Just paid for coffee on my iPhone gotta love @Starbucks | Pos | Tech |
| Side effects of previously working at @Starbucks: I know when I leave that I subtly smell of coffee because my nose is acutely attuned to it | InDiff | Staff |
| Getting some @Starbucks coffee before heading to work always makes my day :) | Pos | Product |
| @Starbucks With a Caramel Brule Latte and a delicious pumpkin scone, thanks for making my morning awesome. | Pos | Product |
| My first named Starbucks vessel! @starbucks exciting!!! http://t.co/iQAkzn2P | Pos | Personal |
| @davidpollack47 Is it that small or did @ESPN_ReceDavis get that lost? Hope you still found a @Starbucks. | InDiff | Brand |
| Grande & ham, egg sandwich after 2 mile walk. (at @STARBUCKS) â€” http://t.co/2EUphQui | InDiff | Product |
| @Starbucks caffeinates mobile payments with over 2M mobile transactions per week http://t.co/Y4urEpUG | InDiff | Tech |
| @JasmineAZeledon @starbucks that's what I'm trying to avoid. I wanna be able to listen to it on Christmas Day | InDiff | N/A |
| @Starbucks ommnomnomm #hotchocolate http://t.co/FhUvme8t | Pos | Product |
| What's in my @DaytimeLondon @Starbucks cup? Orange blossom green tea @MrKenEastwood takes the stronger stuff http://t.co/jMWYhh8b | InDiff | Product |
| @Starbucks this is what i experience drinking starbucks frappucino.. http://t.co/ZfcQngul | InDiff | Product |
| 3 great things this morning: 1- holiday @starbucks cups. 2- my first coffee in 2 weeks. 3- pumpkin spice. #g http://t.co/QuhG4V14 | InDiff | Product |
| Just discovered the joy that is #chaitealatte @Starbucks #veryhappy | Pos | Product |
| Love the Iced gingerbread latte :) @Starbucks | Pos | Product |
| Can't wait to drink my zebra latte from a red cupâ••â••â••â••@Starbucks | Pos | Product |
| @Starbucks is my main squeeze â€•â€• | Pos | Brand |
| I need you @Starbucks. Like, right now. | Pos | Brand |

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| @DarthHelix What?? If you aren't kidding you take things way too seriously. @sudsymaggie @starbucks | InDiff | N/A |
| #Anniversarydate w/a @Starbucks treat. My barista called it a â€œeventi, wet, hex-bomb.â€œ Good thing we split it. http://t.co/Dq7e8Q6C | InDiff | Staff |
| @Starbucks Still can't use a straw for my iced coffee :(stupid wisdom teeth. But it's just as delish. http://t.co/eBIESqB6 | Pos | Product |
| @serendipity85 You are powerless to resist the draw of the @Starbucks. Drink...drink...mwah hah hah! | Pos | Product |
| @Starbucks stopped offering free syrups and milk with the Gold card?! Wow. Guess it's time to switch to a new coffee house. #BuonGiornos! | Neg | Brand |
| @Starbucks OHMYGOD! Buy ME a coffee & breakfast!â€œ | InDiff | Brand |
| Toffee is back @starbucks in Middle East @ Starbucks Manar Mall http://t.co/qaCe44r | InDiff | Staff |
| Overworked and underpaid.. Oh wait, not paid. @Starbucks double shot energy drinks are my best friend. | Pos | Product |
| I'm @starbucks (150 S 1ST St Ste 135, San Jose) http://t.co/0luId0wq (+10pts) | InDiff | Personal |
| Free drink from @Starbucks? #TodayIsAGoodDay http://t.co/LekOCv8 | Pos | Brand |
| @Starbucks, thank you for making my free drink more complicated to redeem! #unhappy #ugh | Neg | Brand |
| I should probably take my boo some @Starbucks today. Both exhausted. | InDiff | Personal |
| @Starbucks I was charged twice for an online refill on my card. How can I get that fixed? | Neg | Brand |
| These @starbucks breakfast sandwiches and paninis are like crack. | Pos | Product |
| I need a @Starbucks and a cigarette | InDiff | Personal |
| Treating myself to a @starbucks red cup study break #coffeelover #christmasiscoming #addicted #poweredbycoff http://t.co/oNDhdEsr | Pos | Product |
| My favorite time of day: @Starbucks time!! :) | Pos | Brand |
| Called @Starbucks with a minor complaint/suggestion and they added \$10 and 5 stars to my Gold Card. Talk about excellent customer service. | Pos | Staff |
| Yay for @starbucks red cups! â€” @ CSUN- The Marketplace http://t.co/a6MNLb1W | Pos | Product |
| Morning coffee fix @Starbucks | InDiff | Brand |
| Just got a @Starbucks peppermint mocha and a gingerbread latte in one run...all for myself. ðŸ˜¸, â€” #itsfine | InDiff | Product |
| Never give your true identity @starbucks #skyfall http://t.co/l3hyXw2A | InDiff | Brand |
| Got all my work clothes, Obama was re-elected, I can get my car parked on campus since I have a job now, & I just got @Starbucks #HellYeah | InDiff | Personal |
| Getting @Starbucks with my grandma. <3 | InDiff | Personal |
| Morning @starbucks observation: It's tough for a man to maintain his dignity while ordering a grande skinny peppermint mocha. | InDiff | Product |
| I need @Starbucks â€” | Pos | Brand |
| I really appreciate great phone customer service. Thanks @starbucks | Pos | Staff |
| @Starbucks is hiring a Senior Design Manager. Free frappuccinos perhaps? #arts #jobs #Miami | InDiff | Staff |
| My @starbucks gold card is missing. @barackobama, we need to enter a state of emergency. | InDiff | Personal |
| @Starbucks your salted caramel mocha should not be a seasonal drink, my absolute favorite. Keep it all year! | Pos | Product |
| Glidecam and @starbucks. @ CCF J Building (Sydell & Arnold Miller Family Heart & Vascular Institute) http://t.co/EodhUgzK | InDiff | Brand |
| @j5aloha @Starbucks yummy!! http://t.co/gm8bwaZz | Pos | Product |
| @Starbucks any ETA on a fix for the iPhone app? I didn't get my free birthday drink and all my stars are gone :(| Neg | Tech |
| So um yeah. My world just became kind of perfect. Thanks @starbucks! #pumpkin #spice #latte http://t.co/JUCGB9ya | Pos | Product |
| @DCoffeeSnob @starbucks There are way too many of them to ever be far away from anything. | InDiff | N/A |
| Im trying to resist the urge to listen to Christmas music right now. Its really tough with my christmas @Starbucks coffee and cold office | InDiff | Personal |
| Big THANK YOU to Manager Claude @Starbucks - 12th & U St NW Wash DC location, for sponsoring @CardozoSHS Nov Principal's Coffee! #COC | Pos | Staff |
| Would love lemon for my hot tea @Starbucks Why have bananas but no lemons? #StopLemonDiscrimination | Neg | Product |
| @Starbucks has my heart & a chunk of my bank account. | Pos | Brand |
| Sometimes I wish @Starbucks was further away so I could spend more time out of the office when I leave to get #coffee. | InDiff | Brand |
| @Starbucks ginger bread out yet? | InDiff | Product |
| @raymondputman @starbucks The tables. Flip them. All of them >:\ | InDiff | N/A |
| What would I do without @Starbucks !! | Pos | Brand |

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| Wow just started school at 12! Starting off with @starbucks http://t.co/DPePjKsZ | InDiff | Personal |
| Sittin here wiff mah #passiontea at @starbucks #nocaffeine | InDiff | Product |
| it takes an effort to make sure employees' brands align with the company's. http://t.co/hMXYUS6M #brand (@Starbucks) http://t.co/dQCINfHQ | InDiff | Brand |
| This is me at the end of the line @starbucks. http://t.co/RXCY6IH9 | InDiff | Brand |
| Celebrating with a @Starbucks chai latte. #Obama2012 | Pos | Product |
| Thanks for the cup of coffee grounds @starbucks! Such a pleasant surprise #starbucks http://t.co/Lrxm7hC6 | Pos | Product |
| @daniSOTHYSUK @SothysUK @salonreception don't forget clotted cream and my @Starbucks egg nog latte!! | Pos | Product |
| Treated myself to an egg nog latte from @starbucks yesterday. Trying to resist buying another today #expensiveaddictions | Pos | Product |
| @Starbucks Follow me pls | InDiff | Brand |
| my co-workers rule. Picked me up a Cinnamon Dolce Latte from @starbucks #coffee #starbucks http://t.co/274N0UAN | InDiff | Product |
| Oh @Starbucks how I love you so. ðŸ˜Šâ€• | Pos | Brand |
| I need an excuse to go to Wabash or Kokomo... Kyle needs his @Starbucks #coffeejunkie | InDiff | Brand |
| Going to go celebrate Americans making a wise decision yesterday by contributing to your economy. @Starbucks and @McDonalds await :D | InDiff | Brand |
| Couple on a first date at @Starbucks. So happy to not be them. | InDiff | Personal |
| Today, I've had @Starbucks coffee, and a Peppermint Chocolate Chip Milkshake from @ChickFILA. No matter what else happens, it's a good day | Pos | Product |
| @AlCastle @Starbucks I love playing the drive-thru fairy game! | InDiff | N/A |
| Breakfast is served! Starting the day with some @starbucks in City Park. @ Starbucks http://t.co/P9b6c70Z | Pos | Personal |
| @Starbucks is empty today! Rocking out to #CallMeMaybe on my own. @TaraHymes where are ya gurrri? | InDiff | Personal |
| Must. Get. @starbucks. Now. | Pos | Brand |
| @jeffbullas / Everyone should listen closely to companies like @Starbucks . CX is their business, not coffee. | Pos | Brand |
| @Starbucks, morning I'm receiving error messages when attempting to access your web page on company policies | Neg | Tech |
| @Starbucks has had more than 100 million #mobile payment transactions since the mobile #app launched in 2011 http://t.co/SBqmGzSM #mCommerce | InDiff | Tech |
| Thank you @Starbucks for that amazingly good eggnog frap:) | Pos | Product |
| If somebody could deliver a caramel apple spice from @Starbucks to my door right now that would be amazing. | InDiff | Product |
| @chucktodd & tombrukaw have their @starbucks red cups on @Morning_Joe no product placement just great coffe http://t.co/pHDXQNzp | Pos | Product |
| @AdoramaJoel just re-found that @Starbucks gift card you slipped me at PPE, thanks for pick-me-up my friend! | InDiff | Personal |
| @Starbucks flaunts @Verismo products via QR code push - http://t.co/HhIujvJ0 | InDiff | Tech |
| @GetAwayFromU @iwasahumanboy @Starbucks On the sidewalk | InDiff | N/A |
| @steamboat_katie @Starbucks I know! | InDiff | N/A |
| @GetAwayFromU @iwasahumanboy @Starbucks Yes! | InDiff | N/A |
| @tageborkoff @iwasahumanboy @Starbucks Like.. on the ground? | InDiff | N/A |
| @iwasahumanboy @getawayfromu I found a 3DS XL stylus on my way to @Starbucks! | InDiff | Personal |
| Just finished my first @Starbucks Gingerbread Latte in 3 years! I have certainly missed this drink. | Pos | Product |
| @Starbucks do yall have caramel brulee latte yet ? | InDiff | Product |
| i'm at @starbucks so often...i use their free wifi even more than i do my neighbors. I mean...wait, never mind. | InDiff | Brand |
| It's one thing to have an actual photoshoot @Starbucks. It's another for a girl to take 15 photos of her boyfriend for no reason. | InDiff | Brand |
| When @Starbucks makes you late for class <<<< #worthit | Pos | Brand |
| Is it sad when you know the @Starbucks lady so well that she gives you extra drizzle?lol | InDiff | Staff |
| Why is buying your morning coffee @Starbucks more satisfying then just making it at home? #Expensivehabit #goldcardmember | InDiff | Brand |
| Thank you, @MorseMusings. I'm in the coolest @Starbucks ever, they're hanging giant wreaths from the rooftop cactus garden. It's pleasant. | InDiff | Staff |
| @Starbucks You should really consider using @reevesforreal as a spokesperson. I've never seen someone drink so much Starbucks!! LoL | InDiff | Brand |
| @starbucks #holidayseason #redcup #lecturehall #NYC #economics #class http://t.co/qdQrMMgp | InDiff | Product |
| Lunch at #sostacafe, grabbing a #psl @Starbucks then headed to the #internetsummit for the afternoon. Great day! | InDiff | Product |

| | | |
|---|--------|----------|
| Found myself next to The Noisiest Man in @Starbucks. In a matter of one minute: 4 heavy exhales, one big slurp, and now, the chewing begins. | InDiff | Personal |
| Getting a rude @Starbucks barista & I didn't even think that was possible! | Neg | Staff |
| 280 PC Greystone is open! Definitely needing the fresh @Starbucks coffee we have brewing. | InDiff | Product |
| @AdrienneTheMrs Two pumps of white mocha for a little sugar, and a dash of nonfat milk. \$2.11 of @Starbucks goodness! | Pos | Product |
| Venti skinny vanilla latte down... need more. #coffeeind #bringmestarbucks @Starbucks | Pos | Product |
| Walked into @Starbucks & saw a line of 20+ ppl. 30 are already enjoying their coffee, 10 are waiting for their order. Caffeine. What a drug! | InDiff | Personal |
| I have a grande latte for samara.... Lol kk @Starbucks man in state college get it right | InDiff | Personal |
| Should be an interesting first day back at work since Sandy! HEAT IS FREAKING BROKEN & IT'S SNOWING! Keep Calm & Drink @Starbucks! =D | Pos | Brand |
| #WestSeattle is full of good cheer. Someone started the #payItForward in the @Starbucks drive-thru line. Had to keep it going. | Pos | Personal |
| Reconstructing an office enviro @Starbucks with the other #sandy weary #NJ residents. At least now we're caffeinated, warm & connected. | InDiff | Charity |
| Red @Starbucks cup, correctly spelled name, navy nail polish. #itsthe little things #rekindletheseason http://t.co/UiUU20Nq | Pos | Product |
| @SudsyMaggie @Starbucks @ultragrrl Your drink of choice being incompatible with your diet doesn't mean they hate you. #GetOverYourself | InDiff | N/A |
| Ain't nothing like a tall Peppermint Mocha from @starbucks on a snowy day. Mmmm... | Pos | Product |
| So hyped!! @HMBSMS featured band @Starbucks... holiday cups & toe tapping tunes? Twist our arms. | Pos | Brand |
| Maybe you or your company can partner with big business like mine did. See what I'm doing with @Starbucks! http://t.co/NqtZ4C3p | Pos | Brand |
| @Starbucks Y'all have the nerve 2 charge what u do for that swill ?!! Dunkin' Donuts rules: The People's Coffee !!! | Neg | Brand |
| @Dspad: For all you @Marist Red Foxes out there who also love @Starbucks Coffee, this mug's for you. http://t.co/7Ih6XeN This is amazing! | Pos | Product |
| Only the finest at @starbucks #study and #poker http://t.co/OLrtzkg | Pos | Brand |
| I'm coming to get you, @Starbucks | InDiff | Brand |
| We love our @starbucks meetings! #productive and #delicious!!! #starbucks | Pos | Work |
| Calorie-counting at @starbucks http://t.co/dXC1HDHk via @gothamist | InDiff | Personal |
| Day 7. Hot chocolate. @starbucks by far has the best hot chocolate! #novemberchallenge2012 #starbucks #hotch http://t.co/xOa0omqg | Pos | Product |
| @Starbucks just gave me a free coffee because I forgot my wallet. Awesome! Should I thank #Obama? http://t.co/1zy2c4oi | Pos | Brand |
| So I may have ordered espresso, white mocha, and peppermint syrup from the @starbucks website. Only because in #ParrySound the coffee sucks | InDiff | Product |
| Veryberry Hibiscus with Raspberry @Starbucks gloriotta4 my 3rd stickers for today â° 14 more http://t.co/lrP29jia | InDiff | Product |
| First caramel brulee latte of the season yummmm @Starbucks http://t.co/FjQ6fuP9 | Pos | Product |
| @cmgoodnight @Starbucks WHAAA?? for real? made buying \$10 pound just slightly less harsh when i could grab a small cuppa joe too. | Pos | Product |
| @starbucks there seems 2 b se confusion among ur stores about gingerbread drinks. Some r serving & some aren't. What's the deal? | Neg | Brand |
| The Bexley starbucks is the absolute best in the world. There is no competition. It is my second home while at Capital. @starbucks | Pos | Staff |
| At @starbucks â€” http://t.co/xafkY0un | InDiff | Personal |
| @Starbucks Had 2 Today Doesnt Get Any Better | InDiff | Brand |
| It was a @Starbucks morning for me. Can't wait until the sbux w/ a drive thru opens in #WestLawrence. | Pos | Brand |
| My 2nd sticker @Starbucks 6750 Ayala Makati http://t.co/HcEgrjDB | InDiff | Brand |
| @mspenrose @starbucks They come out onto the menu closer to the holidays :) | Pos | Product |
| A big thanks to the guy in front of me at @Starbucks who just bought my breakfast and coffee #MadeMyDay | InDiff | Personal |
| Nonfat, No Whip, Sugar-Free, Salted Carmel Mocha... #Fall @Starbucks @ Starbucks http://t.co/MGfK2za | InDiff | Product |
| Over 2m mobile payments every week: @Starbucks CEO - http://t.co/1S9Vkwj2 #payments #mobile #every #week | InDiff | Tech |
| In other news, the egg nog latte is back at @Starbucks #othernews | InDiff | Product |
| PIC: @49ers' @VernonDavis85 is ready for @FOXBroadcasting! #NFL pres by @Lexus & @Starbucks http://t.co/Mv64NOL http://t.co/P1T77f98 | InDiff | N/A |
| @Starbucks salted caramel mocha latte really IS the best thing to ever cross my lips... | Pos | Product |
| When you wake up early to get @Starbucks before class and walking back to your car someone runs into you and it knocks on the ground<< ðŸˆâ€¢ | InDiff | Personal |
| @corysadler @starbucks shit boss you've got a drive through Count urself lucky we don't have one on the EC just the same slow service | Neg | Staff |
| @jonlindsaymusic @starbucks Truth. As if Starbucks wasn't already expensive enough :/ | Neg | Brand |

| | | |
|---|--------|----------|
| @Starbucks - kudos on your mobile app! I registered a gift card, transferred it to my gold card-all at the drive thru. Well done! #starbucks | Pos | Tech |
| love the new @Starbucks cups :) #excitedforchristmas | Pos | Product |
| So I'll stopped drinking @gongchaPH @HappyLemon_Ph for the sake of @Starbucks planner â™ | InDiff | Brand |
| @Shiningstars224 @Starbucks hey I didn't know there was a gingerbread latte! now i'm gonna try one.#thanks | Pos | Product |
| Cheating on @starbucks with @citycoffeePDX - GOOD hot chocolate. :) | InDiff | Brand |
| 4 things to greatly improve my morning. @Starbucks, Arne signing with @ChicagoFire, just saying @HunterJumper_name and a @PaladiniXI pic | Pos | Brand |
| Must be Xmas soon - @starbucks have rolled out their red cups! #feelingfestive in #yyc http://t.co/1xDL50mj | Pos | Product |
| It becomes a problem when you start spending this much at a #coffee place. @starbucks #starbucks @ Starbucks http://t.co/W9hk2nXS | InDiff | Brand |
| I'm here @Starbucks it's packed with people sitting drinking free water, | InDiff | Personal |
| Mobile Payments- @Starbucks continues to lead mobile payments a buzz. Take notes.. #mobile http://t.co/hY1vTpIU | InDiff | Tech |
| I wish I had a personal @starbucks stand in my room | InDiff | Brand |
| Ordered a grande, but they made me a Venti!! Love my @Starbucks baristas at W. 35th & 6th Ave ðŸ˜Šâ€œâ™ | Pos | Staff |
| .@Starbucks How stupid is it to STOP serving anything but Pike Mkt blend after "noon". U defeat ur purpose. HELLO ANY other coffee shop! | Neg | Brand |
| Only thing that's not fabulous about @Starbucks Bacon Gouda Sandwich is the crumbs on my scarf..lol ðŸ˜Šâ€œâ™ | Pos | Product |
| Hey @Starbucks, you've got the Southeast Missouri State University location wrong. Haha http://t.co/hSVCHooo | InDiff | Staff |
| Appears Starbucks greek yogurt with honey parfait was reduced approximately by 2/3 oz but same price of \$3.45. Humf. @Starbucks | Neg | Product |
| @starbucks please disregard my earlier tweet. I went old school and reset my pswd via the portal. But a reset pswd option is needed on app | InDiff | Tech |
| @Eric_Thorpe @breezyyyy! Ew! Do you like coffee? How about trying espresso? #morning #energy @Starbucks @DunkinDonuts | InDiff | Brand |
| Road trip to Mexico with my bestie & of course @Starbucks! #starbucksaddict #girlfun #roadtrip #funtimes #ha http://t.co/y6nHr9yR | Pos | Personal |
| I don't what I'm more anxious for this morning getting my #sexinacup @Starbucks or going to da dentist o.o #smile #legggooo | Pos | Product |
| The line at @Starbucks is so long this morning. But Angela saved to save the day since she was next to order. #goodmorning ðŸ˜Šâ™ | InDiff | Personal |
| @Starbucks time ðŸ˜ŠE+â™=ðŸ˜Š | InDiff | Brand |
| Cool @starbucks menu incl wine and beer selections @ Starbucks http://t.co/2fqFUtGy | Pos | Product |
| @Starbucks Why can't I find any any Vanilla Via at any Starbucks? Barista said they can't even order it right now. :(| Neg | Brand |
| Lovely cup of coffee from @Starbucks to warm up! #TooCold | Pos | Product |
| Waking up super early to get @Starbucks with @elizathornbery2 was one of my better decisions today/this week #holidaycups | InDiff | Personal |
| Please say this isn't the highlight of your day@JohnYeWest: Oh joy! The Caramel BrÃ‰lÃ©e latte is back @Starbucks | Pos | Product |
| Off to @Starbucks for a grande cup of Thanksgiving Blend to get me through today | InDiff | Product |
| @FoodFitandFam @Starbucks I got one too! It's a good way to cheer up folks :) | Pos | Product |
| 25 minute drive to @Starbucks for my daily coffee is never not worth it. | Pos | Brand |
| Relaxing at my local @Starbucks on the last day of my megalong weekend. (@ Starbucks) http://t.co/VmrmATaQ | InDiff | Personal |
| What a beautiful sight after a good workout. @starbucks http://t.co/HWDuybOs | Pos | Brand |
| Awkward branding situation 4 @Starbucks considering they're in the Barnes & Nobles I bought this from, that sells Nooks http://t.co/0q8WGGYF | InDiff | Brand |
| @AmberMaddux @Starbucks REALLY??? Yuck. I hate licorice. | InDiff | N/A |
| @starbucks Canada Sandwiches to be enjoyed in every season! #FestiveFlavour #redcupchallenge http://t.co/IanpMiIA | Pos | Product |
| I don't know what you mean by 'Uhhh.....@Starbucks doesn't sell headphones' What other type of place would I buy them at? | InDiff | Brand |
| Love my @Starbucks at #kingandbrant | Pos | Staff |
| @KelseyLin5 @Starbucks Damn you....but I have @starbucks for my @Keurig. #ujelly | InDiff | Product |
| My first @starbucks red cup of the season! #christmasiscoming http://t.co/CLTYs244 | Pos | Product |
| I have to work tonight and I've barely slept... This is going to suck! Thank god for @Starbucks , 5hr energy and Vyvanse!! | Pos | Brand |
| @radiooptimism â™ðŸ• sending coffee and energy your way! Not to brag, but I'm getting @starbucks now :) #yum #wakeup | Pos | Brand |
| Just got asked if I wanted brandy in my coffee...thanks but no thanks @starbucks ! | Pos | Brand |
| Finally made it to @Starbucks @starbucksCanada #gold #level on the starbucks card http://t.co/Mb3hAUjh | InDiff | Brand |

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|---|--------|----------|
| @BrynaEpperly @Starbucks newbury street. its a clustered fire hazard now ... | InDiff | Staff |
| @Starbucks has the best #hotchocolate so far! Disagree? | Pos | Product |
| @jehrtle by the way, our friend Chris @starbucks asked about you today. wondering how you were doing. He didn't know you were "running your" | InDiff | Personal |
| @KCookKKGW @starbucks every morning when I'm drinking my scotch I do the Will Ferrell line from #Anchorman | InDiff | Personal |
| @cameronasa at @starbucks on 157? If so, she is legit | InDiff | N/A |
| The festive cups are out @Starbucks #festivefun is starting! http://t.co/RZ5Fmz5v | Pos | Product |
| It seems like a @Starbucks morning if you ask me. #redcups | InDiff | Brand |
| At @starbucks â€” http://t.co/19Wd68a | InDiff | Personal |
| Sooo I'm on orders from the doc to only eat foods you'd give a baby for the next few days post-food poisoning: do babies drink @Starbucks? | InDiff | Brand |
| @jodygrundstrom - GIRL! I got one on Tuesday and it was N-A-S-T-Y, tasted of licorice and not gingerbread at all @Starbucks | Neg | Product |
| SERIOUS misstep with my @Starbucks order this morning. Skinny mocha, #yuck. Waaaay too sweet and with the artificial sugar after taste. Bleh | Neg | Product |
| @Starbucks is calling my name...I hear you honey bunch :) | Pos | Brand |
| @Starbucks I wish the latte I tried for the first time was as hot as your coffee or maybe it was not suppose to? | Neg | Product |
| @AndreaRussett @starbucks love my new Christmas cup â€”,,â„,can you see the snowman? | Pos | Product |
| old school @deadmau5 & @Starbucks morning #grindtime #christmascup | InDiff | Product |
| The design team of the newly remodeled @Starbucks is here admiring their work ... shame they dont realize how the new layout is a CLUSTERFK! | Neg | Staff |
| really low caffeine intake as of late. today I went clover brew @starbucks and it's awesome. good call @dylanlowder | Pos | Product |
| @rmistry91 @starbucks both sound so amazing. | InDiff | N/A |
| Look how cute these cup from @starbucks are! :) http://t.co/StxFdL1e | Pos | Product |
| Just saw a Tim Horton's worker waiting @Starbucks - no one can resist. | InDiff | Personal |
| @Starbucks customer support team! A customer service issue is awaiting your response on http://t.co/ND6txwW9 : http://t.co/CvJLVxdr | InDiff | Staff |
| It's so funny being in @Starbucks and hearing people piss and moan about the election results. Can't please everyone. #suckitup | InDiff | Personal |
| @starbucks round 2 and my iPad. Bout to board this here â€” | InDiff | Brand |
| Hey @starbucks take note! The Most Anti-Starbucks Menu Ever Created http://t.co/IMqB5puD via @BI_RetailNews | Neg | Product |
| #vintage just got my new Christmas cup from @Starbucks #love http://t.co/yQTUvrAQ | Pos | Product |
| a morning bun and a coffee sounds perfect right now :) @Starbucks | Pos | Product |
| @BravoAndy You can cruise hotties @starbucks w/ me & @stubbcrew - #cuteboysoncaffeine | InDiff | Personal |
| PUMPKIN LOAF!!!! TODAY IS A GOOD DAY ðŸ˜ˆðŸŽŸf @Starbucks http://t.co/dCV76dyt | Pos | Product |
| Why does @Starbucks taste even better when it's free?? Thanks to those reward points I'm enjoying a venti caramel brÃ»lÃ©e latte & sandwich! ðŸ˜ˆf | Pos | Product |
| @AndreaRussett @starbucks You should get a caramel cream frapoccino | InDiff | Product |
| Even just seeing a @Starbucks Christmas cup makes me happy! #coffeeandchristmas | Pos | Product |
| @davidpollack47 @ESPN_ReceDavis @Starbucks and @jessepalmer heads straight to get more hair gel... | InDiff | N/A |
| @davidpollack47 @ESPN_ReceDavis you two need @Starbucks anonymous stat! | InDiff | Brand |
| Hello @starbucks can I have a Venti/Trenta Jack Daniels @JDXUS . No ice. Thanks. @rachel_m_flores | InDiff | Product |
| Best way to start out the day #Facebook @Starbucks http://t.co/gQsJDbAT | Pos | Brand |
| AT @STARBUCKS AFTER ACTING CLASS ^^ yummi! #iPhone: "BEFORE I DIE" - @PAPAROACH @JACOBYSHADDIX <3 | Pos | Personal |
| All the talk of #coffee this morning made me crave some @starbucks! http://t.co/yNWmYizP | Pos | Brand |
| @AimesAI went to @starbucks and they gave me a cake pop because I had tears in my eyes, listening to sad music. #putasmileonmyface | Pos | Product |
| Another shout out to a lovely Down to Earth lady, Banta Blanchard. I'd serve her coffee @Starbucks & we'd chat about life. #RIP my friend. | InDiff | Personal |
| These red @Starbucks cups are really nice | Pos | Product |
| I aced my math test so I feel like it's only right that I reward myself with @Starbucks. | Pos | Brand |
| Christmas coffee time at @Starbucks with @matt_chasey ! â€”ðŸŽŸ,,ðŸ˜ˆS | InDiff | Product |
| @moegenore whereâ€™s my @starbucks? | InDiff | N/A |

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|--|--------|----------|
| I think I could make millions if I joined @Starbucks and a child's indoor heated play ground together for the winter days.... | InDiff | Personal |
| Every wednesday @ESPN_ReceDavis & I land in our City for Thursday night FBall, & we immediately head straight to @Starbucks | InDiff | Personal |
| @Starbucks Gingerbread latte! Tis the season! #GoodMorning | Pos | Product |
| Attempt #3 at trying to get some pumpkin loaf from @starbucks if they are out again ðŸ˜ƒ | Neg | Product |
| @HurricaneMatteo @Starbucks the campaign starts here! Banana flavour rocks! | InDiff | N/A |
| Camamel brulee latte @starbucks. Now the day has started folks | InDiff | Product |
| It's a two-trip @Starbucks kind of day. | InDiff | Brand |
| I absolutely love @Starbucks ! | Pos | Brand |
| Great post! MRT @kimjewell3: Did you miss yesterdays #monday morsels? http://t.co/BWmyMaAK featuring @glossybox_ca #brunch & @Starbucks | InDiff | N/A |
| @Starbucks #lemonCake delivery!!!!!! WaaHOO! | Pos | Product |

Figure 8 – Tweets By @Starbucks (11/1/12-11/7/12)

| date | status | Topic |
|---------|--|---------|
| 11/1/12 | @sara_mahoney Eeeeeeeeeeee :) hehe happy #redcup day! | Convo |
| 11/1/12 | @temptalia ahhh we're honored ;-) What are you drinking today? | Convo |
| 11/1/12 | @celticokie glad you're feeling better | Convo |
| 11/1/12 | @breguerrero2 #thumbsup :) | Convo |
| 11/1/12 | @lAnnaBananasI will you be collecting clothes all week? | Convo |
| 11/1/12 | @michoki #somanysmiles | Convo |
| 11/1/12 | @alitigh you make us happy :) | Convo |
| 11/1/12 | @amberperi cheers | Convo |
| 11/1/12 | @BriLoBue is your birthday today? :) | Convo |
| 11/1/12 | @hannahchurdle amazing. What's the lesson about today? | Convo |
| 11/1/12 | @BL11Hannah happy #redcup day my friend :) | Convo |
| 11/1/12 | @hannahbrencher ;-) happy #redcup day! | Convo |
| 11/1/12 | @sydsterrrr happy #redcup day! | Convo |
| 11/1/12 | @SELFmagazine @chteegs agreed ;-) Happy #redcup day! | Convo |
| 11/1/12 | @getat_meI ahhh belated #HappyHalloween ;-) | Convo |
| 11/1/12 | @hollandweathers cheers! | Convo |
| 11/1/12 | @thefatandskinny: RT @lovelydetails: 3 words: @Starbucks. Red. Cups. &&& hehe :) | ReTweet |
| 11/1/12 | @shawnygreen sorry about that :(| Apology |
| 11/1/12 | @XsaadiaX double yay! | Convo |
| 11/1/12 | @doublay_day315 not yet. But I promise they'll be here very soon :) | Convo |
| 11/1/12 | @debsnm you're good ;-) | Convo |
| 11/1/12 | @jordan_lemke oh. Okay. Hehe :) | Convo |
| 11/1/12 | @ElleDeeDesign :(they will be in your store soon #pinkypromise | Convo |
| 11/1/12 | @Alrad76 @LasVegasLisa ahhhh fun! | Convo |
| 11/1/12 | @SharlaMcBride very soon ;-) | Convo |
| 11/1/12 | @triciarenee11 #happiness :) | Convo |

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|---------|--|---------|
| 11/1/12 | @aaront5 very soon :) | Convo |
| 11/1/12 | @alli_dukes #happydance :) | Convo |
| 11/1/12 | @SaviShaw see you soon my friend :) | Convo |
| 11/1/12 | Good to see you again, my friend. #redcup http://t.co/qV2nBvAh | Brand |
| 11/1/12 | @AmandaSheskey :) #coffeeapassion | Convo |
| 11/1/12 | @EmilyNCouch happy birthday Doris! :) | Convo |
| 11/2/12 | @dalessc hehe :) Happy Friday | Convo |
| 11/2/12 | @1_RealHarleyDog thank you for helping support @IAnnaBananasi | Convo |
| 11/2/12 | RT @IAnnaBananasi: #sandy #help #volunteer #brooklyn #starbucks #clothes #hurricane #brooklyncollege #nyc #ny #broo @ Starbucks http://t.co/qMjmJT5G | ReTweet |
| 11/2/12 | Rebuilding together: text REDCROSS to 90999 to donate \$10 to @redcross or text RECOVERY to 52000 to donate \$10 to @unitedway #hurricanesandy | Brand |
| 11/2/12 | @VeroOfficial_ :-;) happy Friday | Convo |
| 11/2/12 | @lovephilosophy @Hallie495 Happy Friday :-) | Convo |
| 11/2/12 | @JROCKDETROIT happy Friday :) | Convo |
| 11/2/12 | @mikewillu looking good! #somanysmiles | Convo |
| 11/2/12 | @Melanie_Acosta1 <3 | Convo |
| 11/2/12 | @DebPostman @iannabananas1 :) | Convo |
| 11/3/12 | @DanHolm love the hashtags. #letthejoybegin! | Convo |
| 11/4/12 | @EmmaSophJohnson cheers :-) | Convo |
| 11/4/12 | @NiallHoran1D_93 happy Saturday :) | Convo |
| 11/4/12 | @BriLoBue got it on the calendar :-;) Hope you're having a wonderful weekend. | Convo |
| 11/5/12 | @ImMarkBernhardt love me some afternoon #coffee :-;) Enjoy my friend! | Convo |
| 11/5/12 | @ohvavavoom hey! #oops Sorry about that friend :(| Apology |
| 11/5/12 | @adrianaslegreid hi :-) | Convo |
| 11/5/12 | @MarieEdwards429 no purchase just come in and show your support. | Convo |
| 11/5/12 | @JillOusey together we can make a difference. | Convo |
| 11/5/12 | On election day, get a complimentary red, white & blue wristband at select Starbucks & proudly show your support for America. #indivisible | Brand |
| 11/5/12 | @Lawgirlprobs @Nordstrom couldn't agree more :-;) #redcup | Convo |
| 11/5/12 | @MiKeMcDnet tell your barista you want to use it next time you go in and your app will update within 24hrs. | Convo |
| 11/5/12 | @KellyMcGraw7 happy Monday :) | Convo |
| 11/5/12 | @acimmino & you! Have a good day... | Convo |
| 11/5/12 | @kknights @Whobugs can you DM me your email addresses? :) | Convo |
| 11/5/12 | @_allisonpierce_ woot woot! :) Welcome to the #goldclub | Convo |
| 11/5/12 | @Whobugs @kknights can we buy? :) | Convo |
| 11/5/12 | @alyssaLmitchell #smiles | Convo |
| 11/5/12 | @MissChenessa OMG! Cutest picture EVER! #redcup | Convo |
| 11/5/12 | @TraceeTolentino :-;) have to make sure you're taken care of. | Convo |
| 11/6/12 | @maddie_1D DM me your email address :) | Convo |
| 11/6/12 | @maddie_1D can we buy you a breakfast sandwich and a drink? :) | Convo |

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|---------|--|---------|
| 11/6/12 | @maddiie_1D we like to buy coffee for people :) | Convo |
| 11/6/12 | @theAlenaLee together we make a difference. #indivisible (sorry about spelling your name wrong) | Apology |
| 11/6/12 | @RunnersTales cool photo my friend :) | Convo |
| 11/6/12 | @malikhmu we do. From your kitchen to your living room :) http://t.co/M8G5DGUE #Verismo | Convo |
| 11/6/12 | @HTC_Sarah don't forget to grab your #indivisible wristband. | Convo |
| 11/6/12 | @hidden_panda together we can make a difference. #indivisible | Convo |
| 11/6/12 | @Kharmalsis :) | Convo |
| 11/6/12 | @BeccasCrazyBoys happy early birthday!! ;-) #Verismo | Convo |
| 11/6/12 | @FSolomonRR a happy snowman? :) #redcup | Convo |
| 11/6/12 | @heyyitselisa see you in a few ;-) | Convo |
| 11/6/12 | @baileyfitz4 we won't tell ;-) #redcuphappiness | Convo |
| 11/6/12 | @verltodd together we can make a difference. #indivisible | Convo |
| 11/6/12 | @DeeLockz it sure does ;-) Can we buy? DM me your email address... | Convo |
| 11/6/12 | @AleenaOhh can we buy? DM me your email address :) #bestfriends | Convo |
| 11/6/12 | @JasmineGill1020 hi ;-) | Convo |
| 11/6/12 | @AleenaOhh even better! | Convo |
| 11/6/12 | @AleenaOhh #newfriends :) | Convo |
| 11/6/12 | @LisaEarby looking good ladies :) cheers! | Convo |
| 11/6/12 | @FinnHarries very sorry about that Finn :(| Apology |
| 11/6/12 | @Takozu :) welcome to the family #tobeapartner | Convo |
| 11/7/12 | @Jenni_Marie8819 what's your favorite holiday song? :) | Convo |
| 11/7/12 | @nikkinarath13 I love that ring! #fierce | Convo |

Appendix 4 – Twitter Chart Results

Figure 1 – 11/1/12

Total Tweets = 900

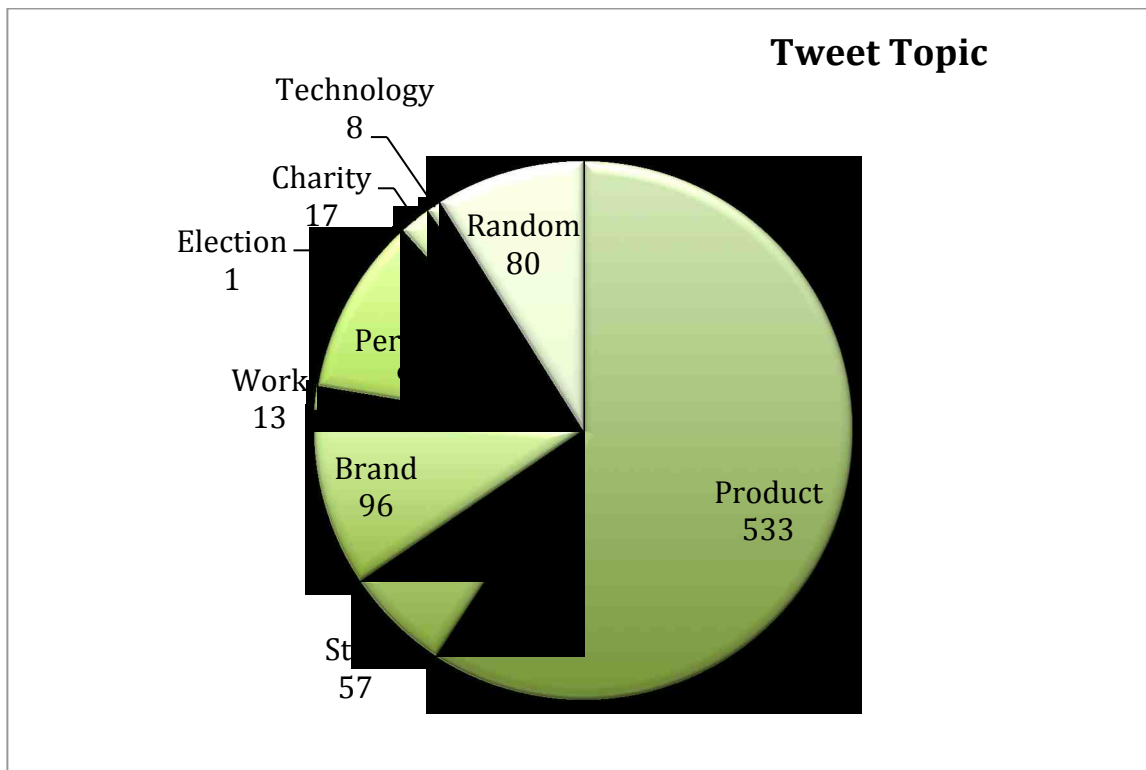
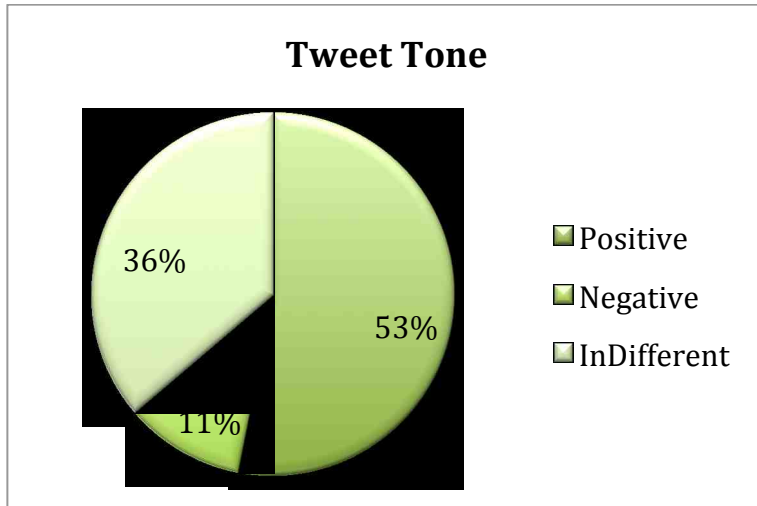


Figure 2 – 11/2/12
Total Tweets = 412

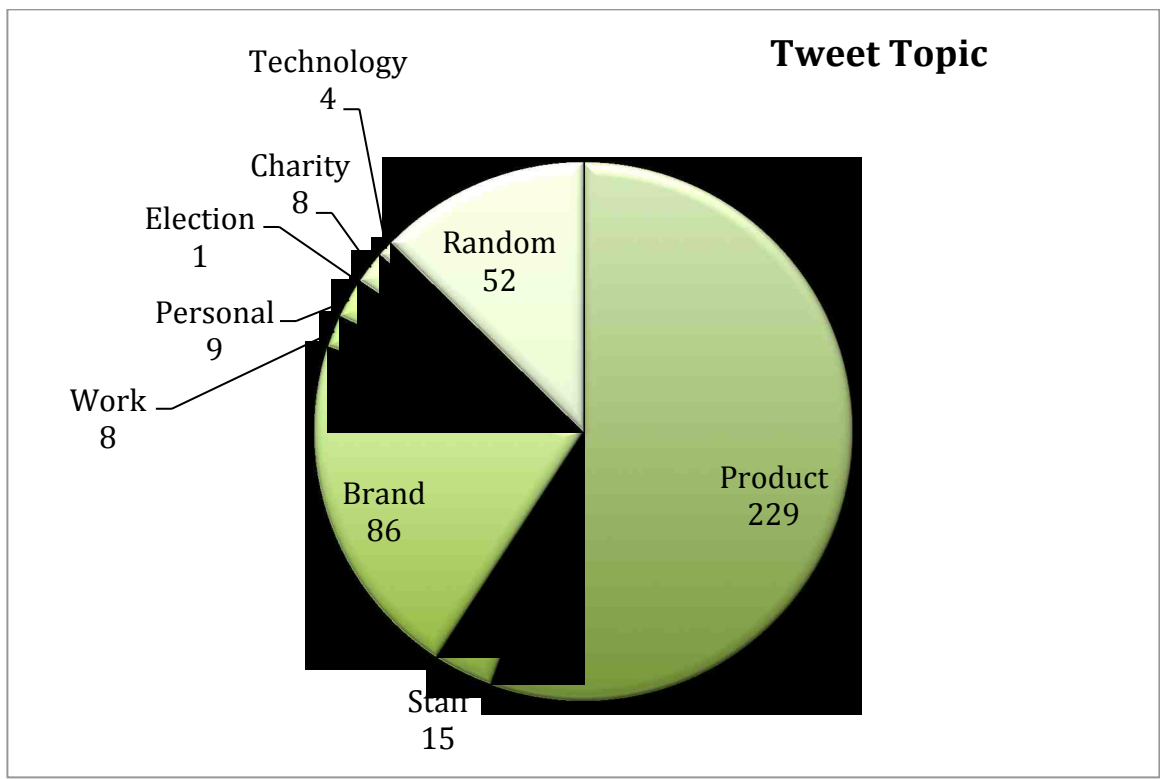
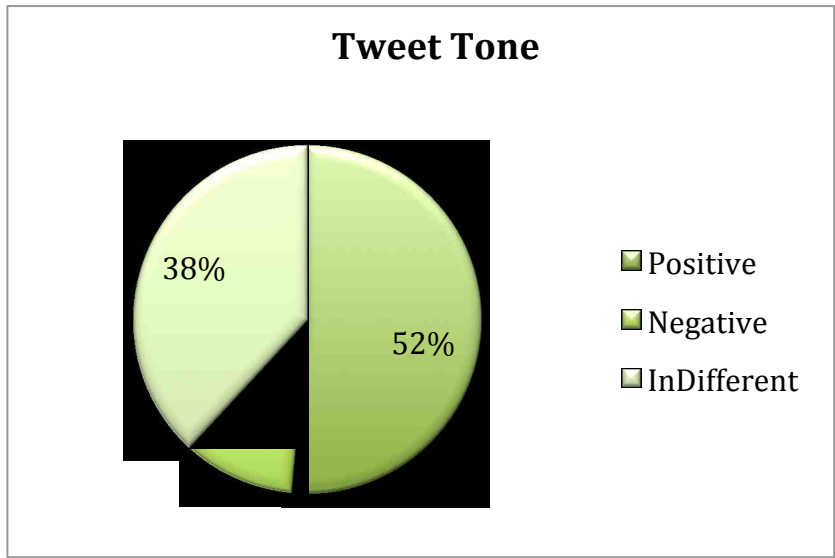


Figure 3 – 11/3/12
Total Tweets = 848

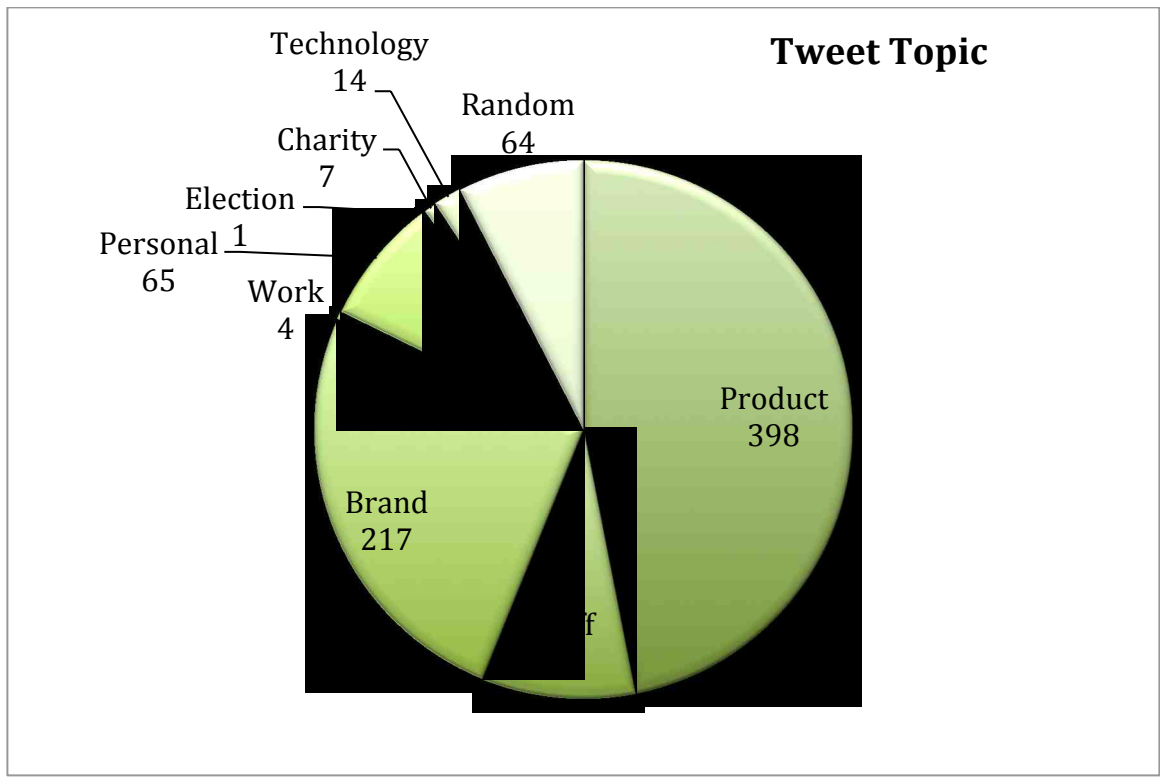
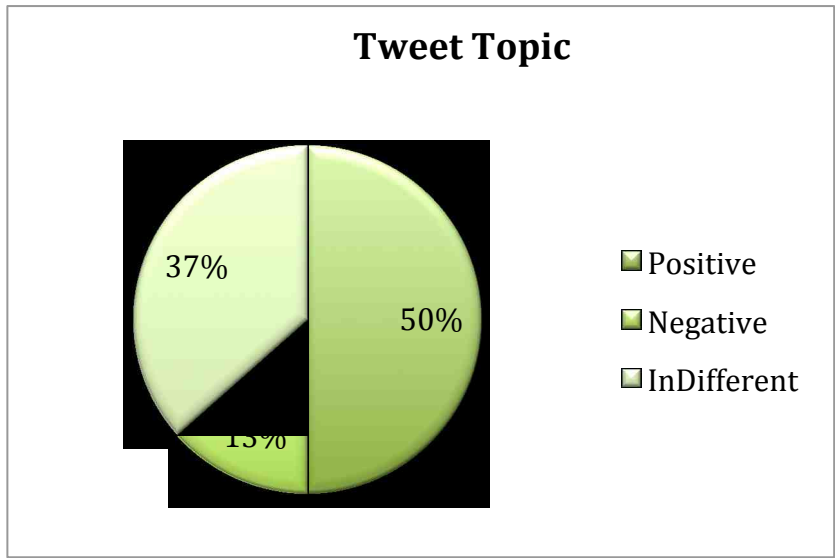


Figure 4 – 11/4/12
Total Tweets = 843

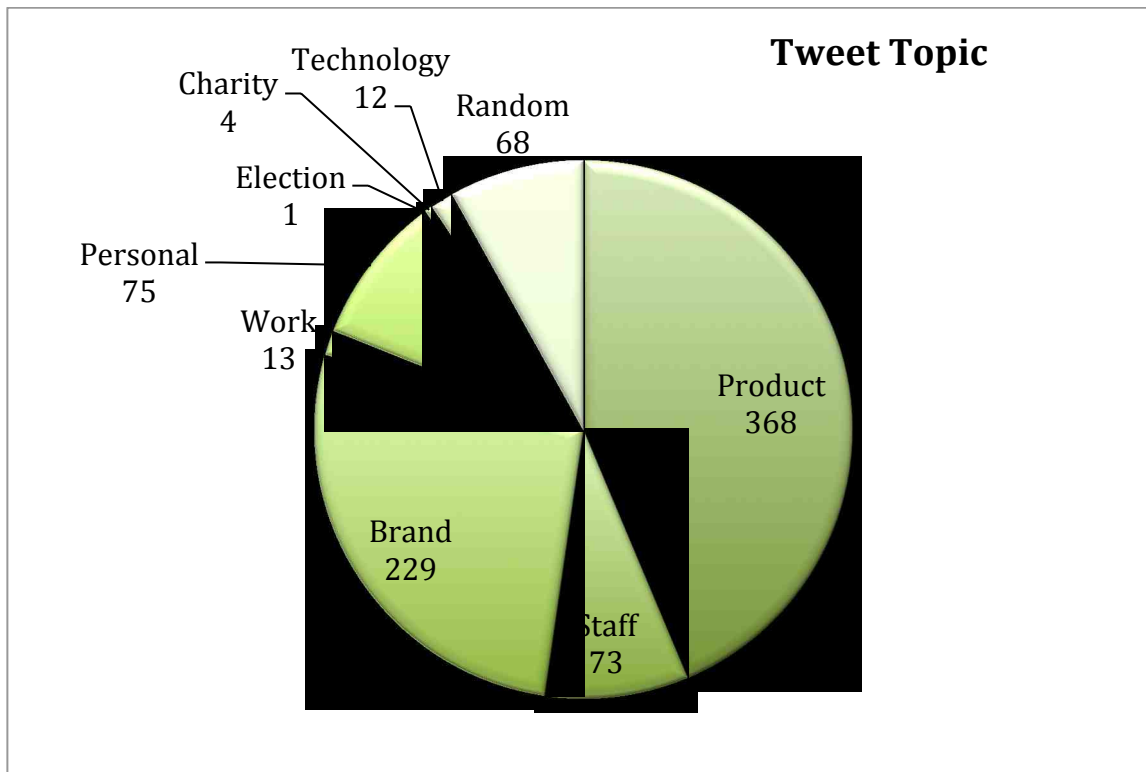
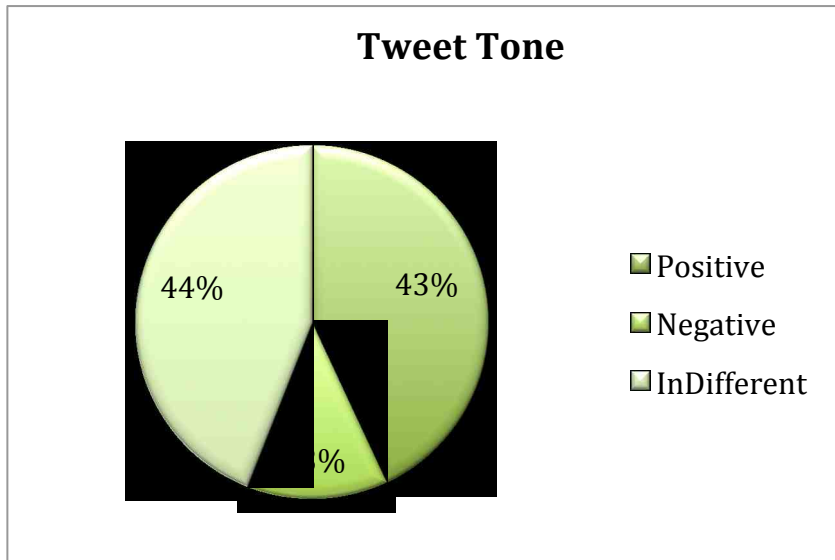


Figure 5 – 11/5/12
Total Tweets = 323

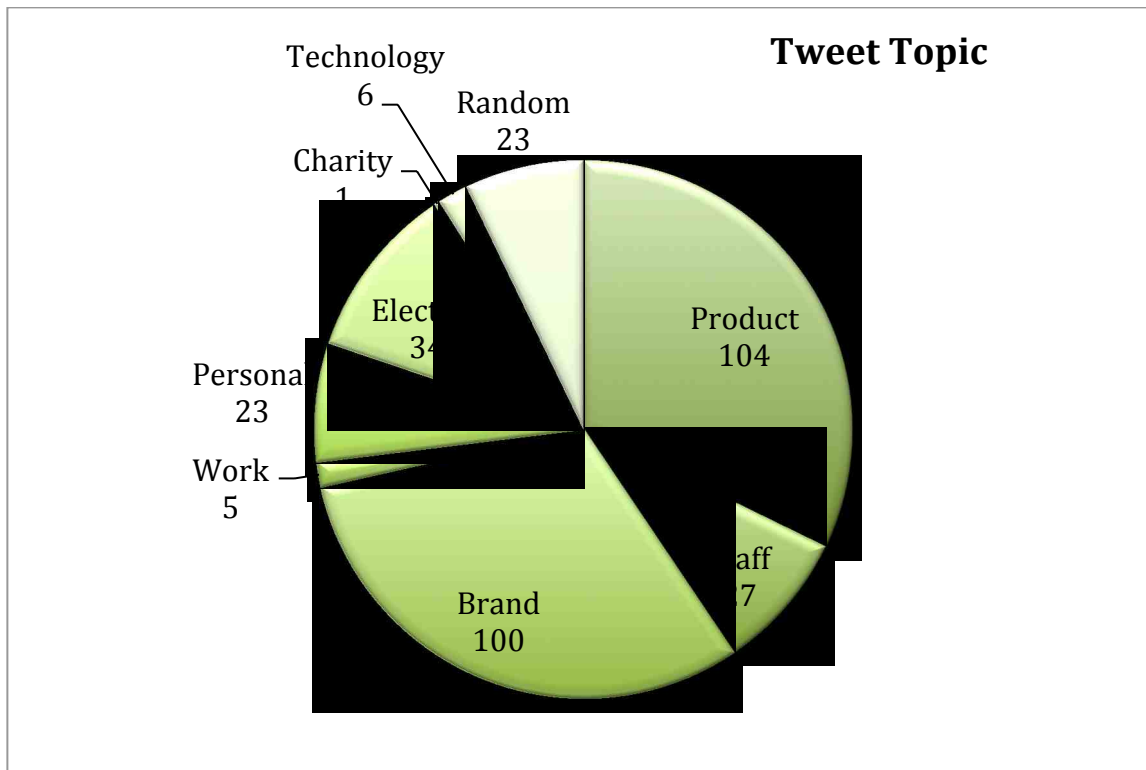
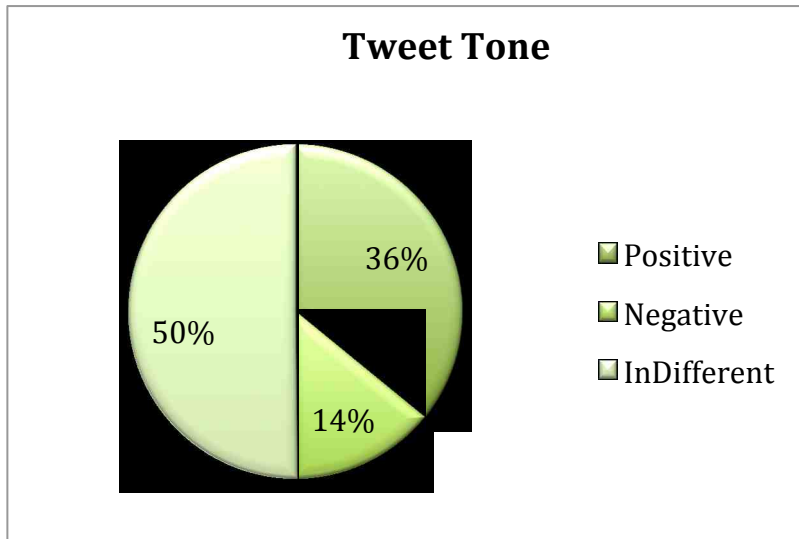


Figure 6 – 11/6/12
Total Tweets = 1,038

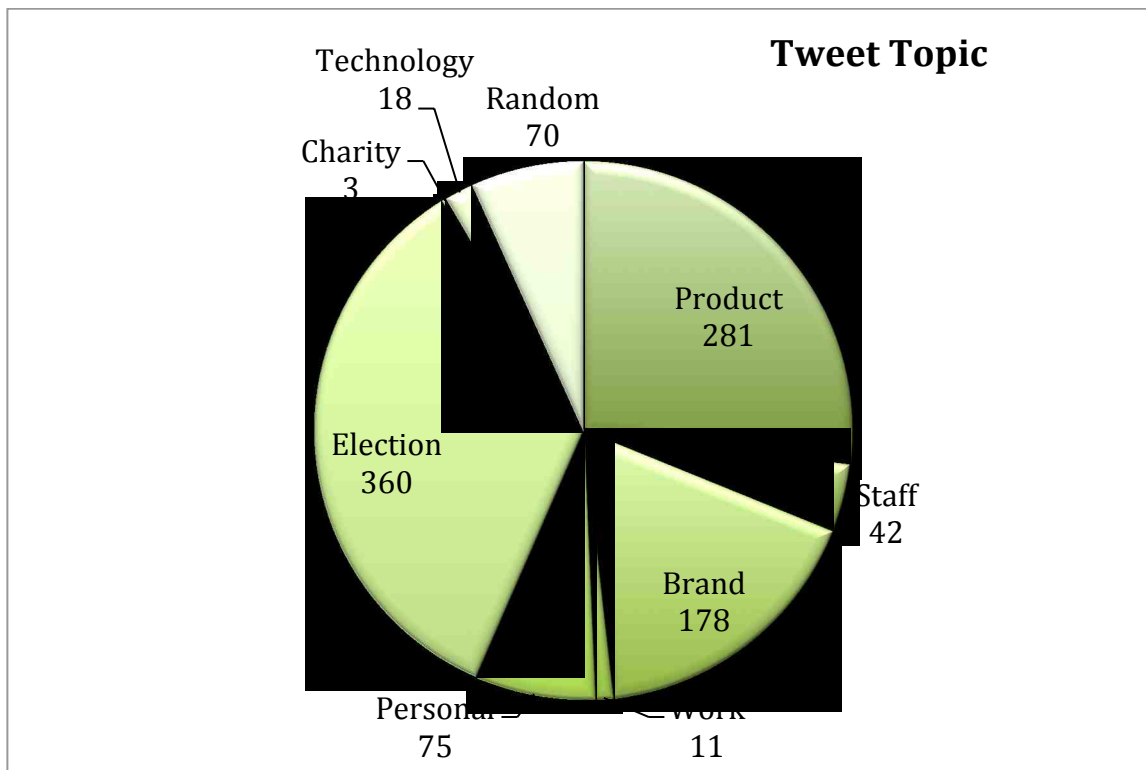
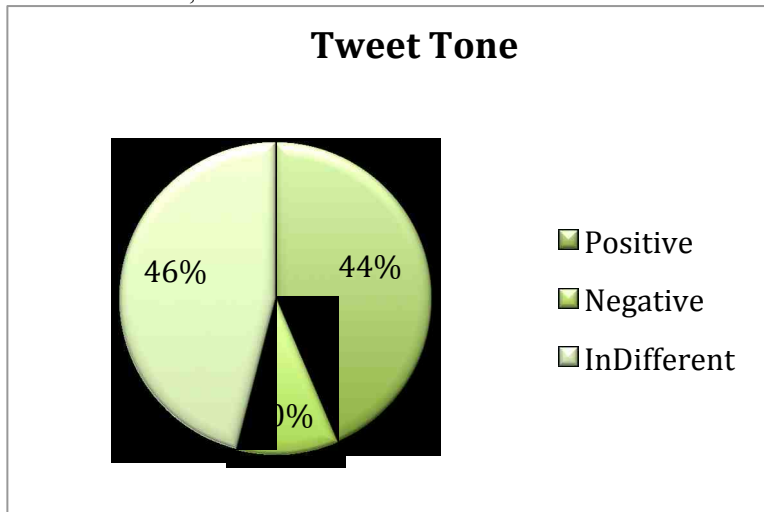


Figure 7 – 11/7/12
Total Tweets = 1,010

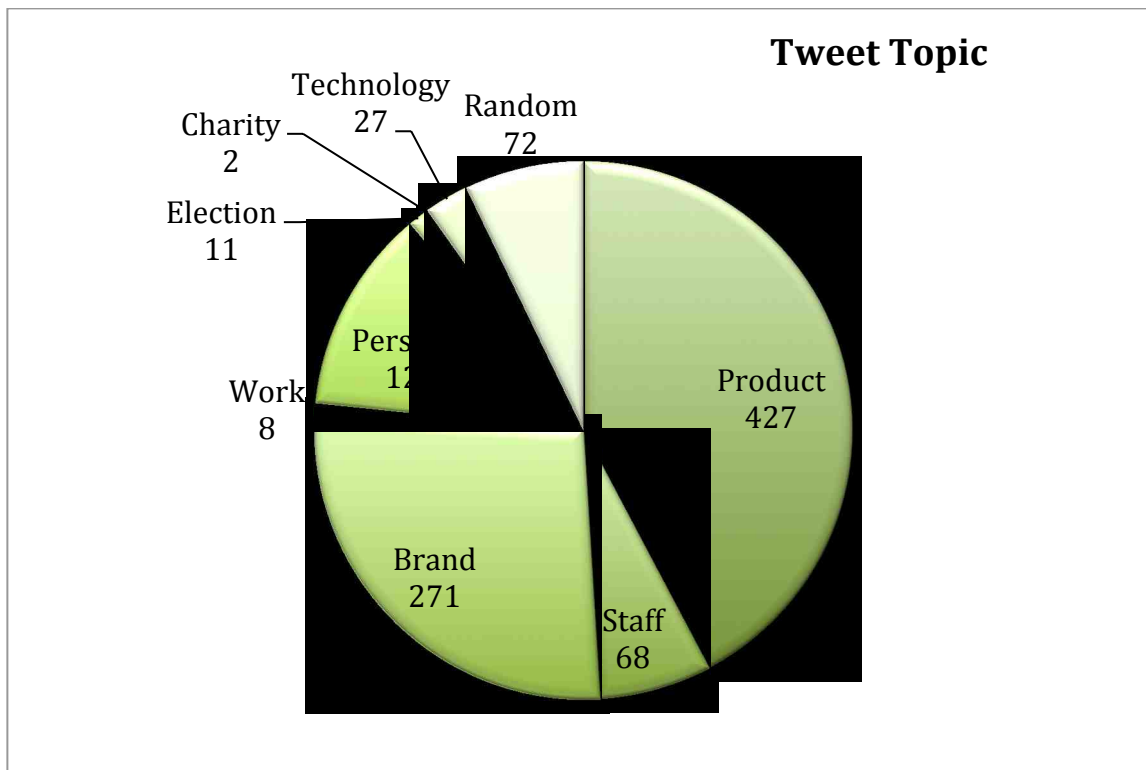
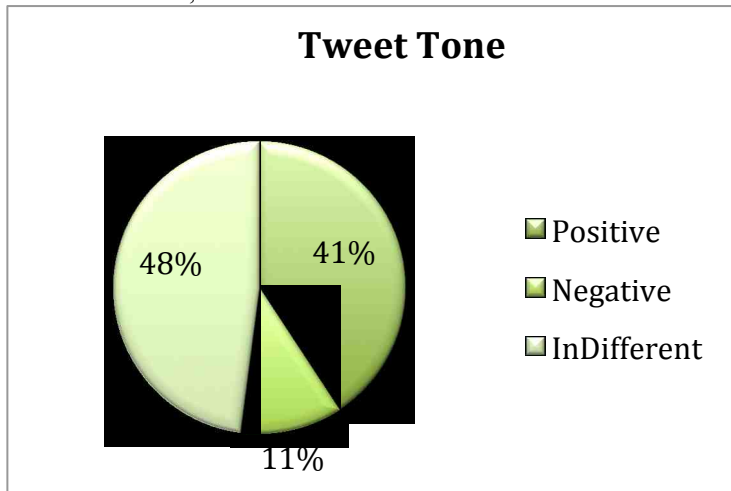
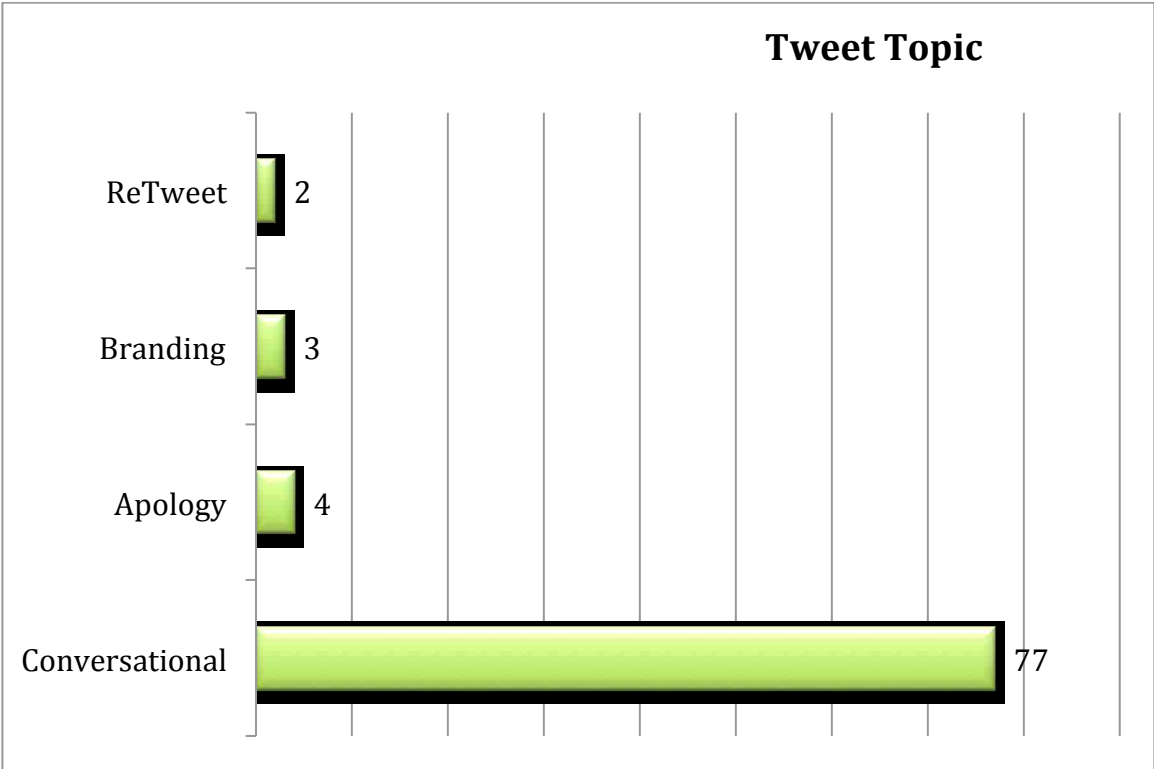


Figure 8 – 11/1/12 to 11/7/12 (@Starbucks)
Total Tweets = 86



Appendix 5 – Facebook Data

Figure 1 – 11/1/12

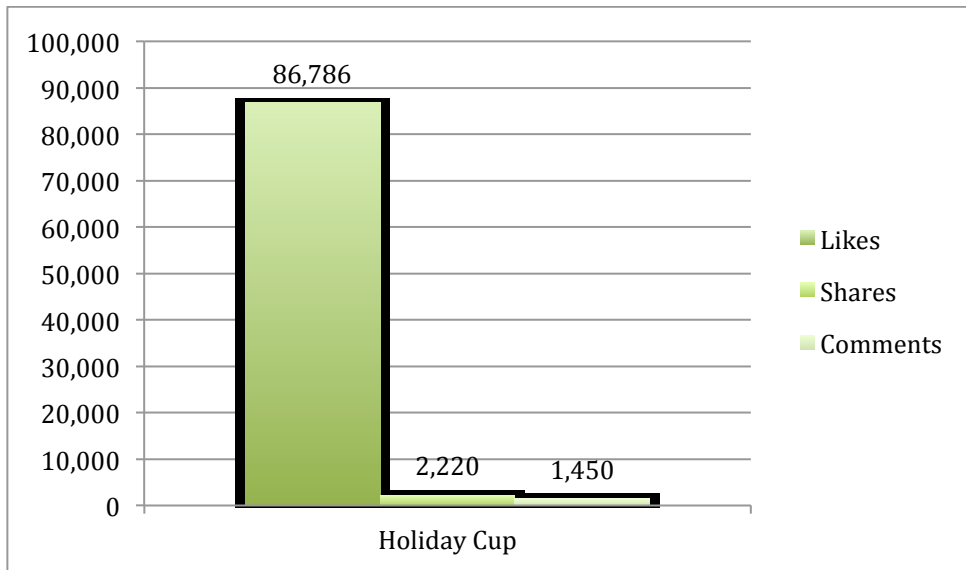


Figure 2 – 11/2/12

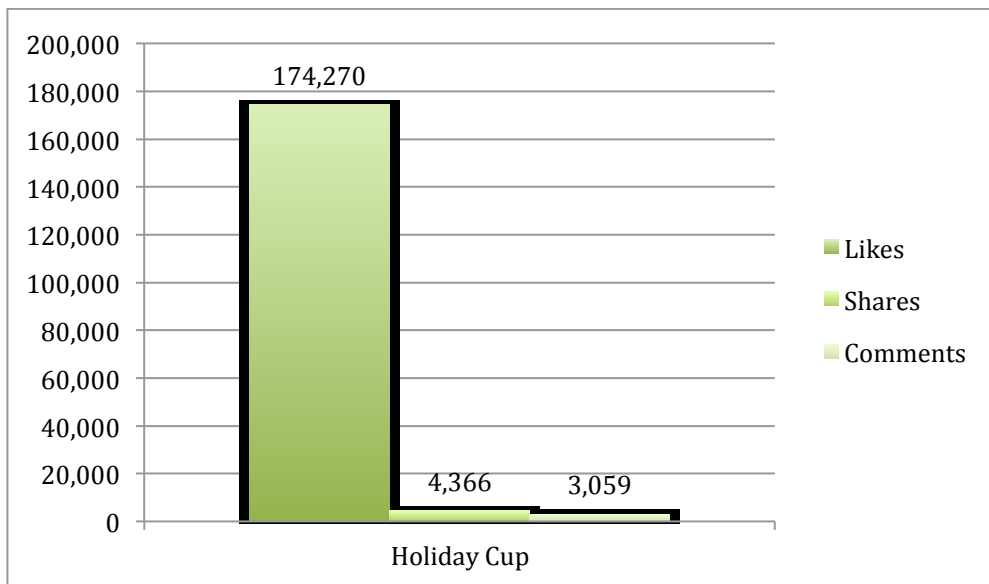


Figure 3 – 11/3/12



Figure 4 – 11/4/12

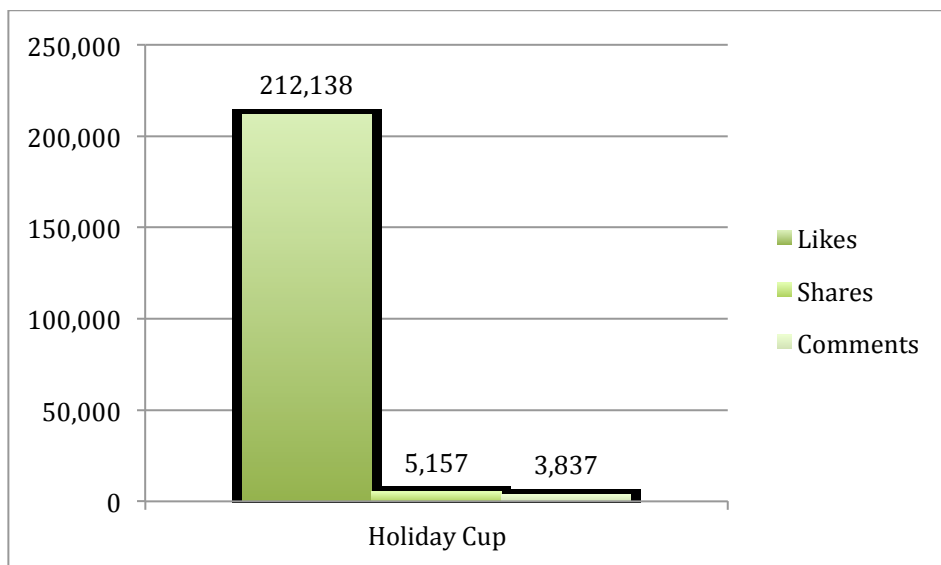


Figure 5 – 11/5/12

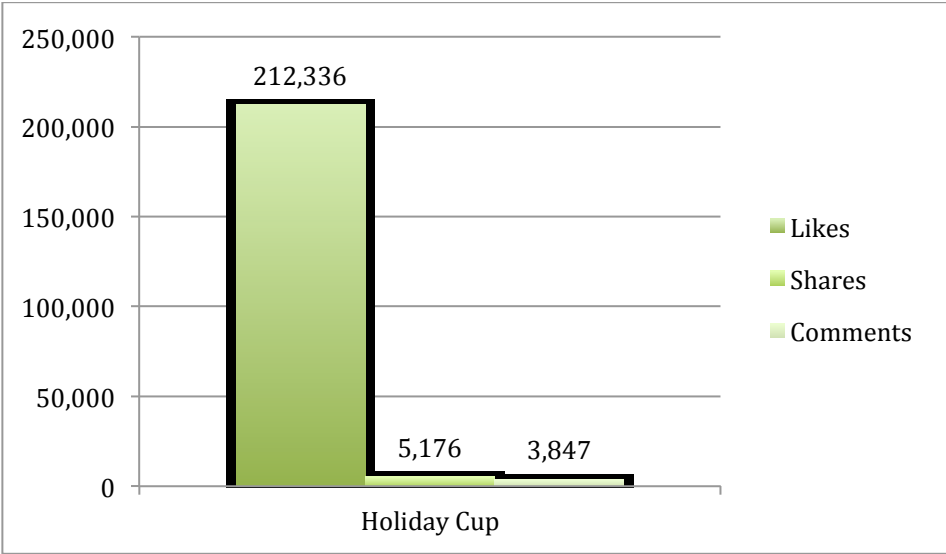


Figure 6 – 11/6/12

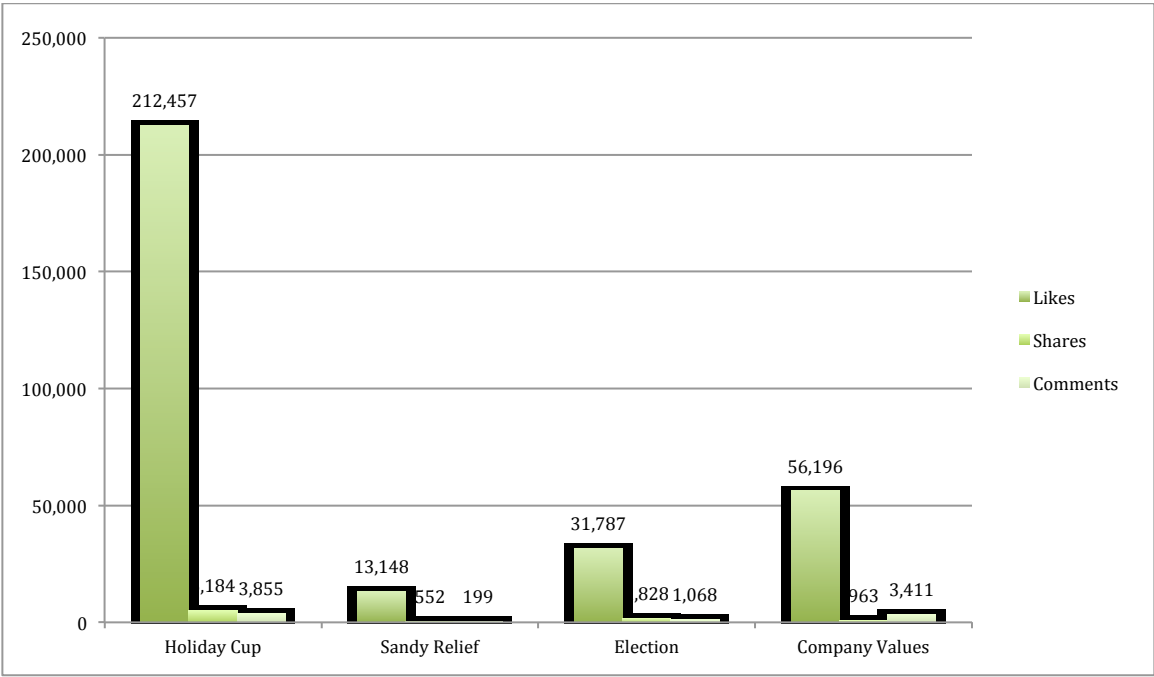
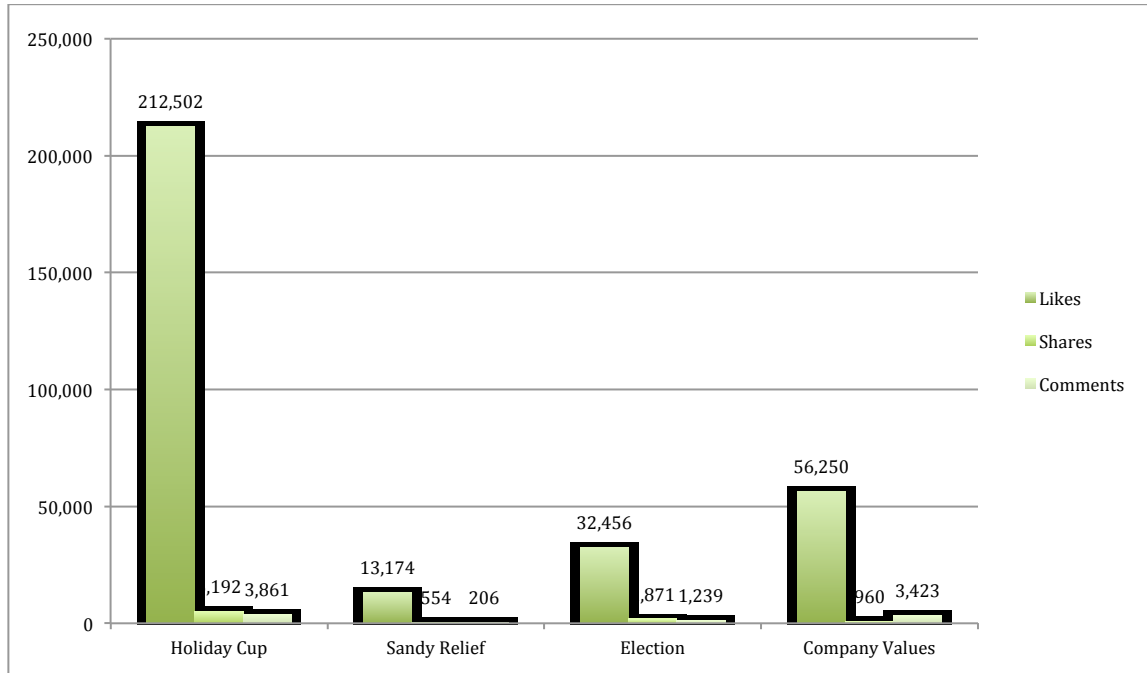


Figure 7 – 11/7/12



Appendix 6 – YouTube Data

Figure 1

| | Featured Video | Views | Subscribers | Last Activity |
|---------|----------------|-----------|-------------|--|
| 11/1/12 | Verismo System | 9,013,179 | 14,725 | Oct. 16 |
| 11/2/12 | Verismo System | 9,013,179 | 14,740 | Oct. 16 |
| 11/3/12 | Verismo System | 9,013,179 | 14,749 | Oct. 16 |
| 11/4/12 | Verismo System | 9,013,179 | 14,775 | Oct. 16 |
| 11/5/12 | Verismo System | 9,013,179 | 14,795 | Oct. 16 |
| 11/6/12 | Verismo System | 9,013,179 | 14,809 | Nov. 6 Added Starbucks Rewards video |
| 11/7/12 | Verismo System | 9,013,179 | 14,835 | Nov. 7 Added Square Wallet App video |

Appendix 7 – Infographic of Overall Findings

Starbucks Social Culture



Starbucks: A Perfect Balance of Culture

The Professional & Personal

Twitter

10,000+ Tweets gathered

- > Embrace community
- > Product-centered, personal focus

5 Initiatives

- > Coffee Authority
- > Ignite emotional attachment with customers
- > Global presence & local communities
- > Leading ethical coffee sourcing & having environmental impact
- > Economic model for business & leadership

Facebook

Screenshots over 7 days

- > Subculture of fans promoting Starbucks culture
- > "Mass text" effect

4 Values

- > Honest & respectful ethics
- > Personal & emotional connections & community
- > Compassion, passion & authenticity
- > Entrepreneurship & innovation with discipline

YouTube

Multiple videos analyzed

- > Brand recognition
- > Emphasizes professionalism through personal connection

3 Social Sites

- > Twitter
- > Facebook
- > YouTube

Website

Homepage interactivity

- > Origin in coffee, but expands
- > Focused on many initiatives

2 Phrases

- > 'Onward'
- > 'Pay it Forward'

1 Culture

- > The Starbucks Experience

Overall Finding:

STARBUCKS has created an organizational culture in which their value of **ethics, relationships, coffee & innovation** has transcended

across all platforms.

Not only is their culture carrying out the initiatives they *principally* set out to perform, but they have created a culture in which their CUSTOMERS, FANS and FOLLOWERS are attempting to do **the same**.