

Few companies in the food and drink industry have grown as widely and successfully as Starbucks. In just two decades, Starbucks has grown from a small chain of U.S. coffee shops into an international powerhouse. From Japan to England and Mexico, Starbucks is now one of the world's best-known brands, with thousands of shops around the world.

What is the secret of their amazing success? Actually, both the history and concept of Starbucks are very simple. It started in the 1970s as a small chain in Seattle, Washington, a crowded market with heavy competition. The owner, Howard Schultz, was looking for a way to make his shops unique. So, he took a trip to Italy, where he studied the style and culture of Italian coffee shops.

Back in America, Schultz applied some of his findings. He made Starbucks shops more comfortable and sold a variety of high-quality European and American drinks. The "coffee culture" he created turned out to be very popular. Starbucks cafes became fun places to chat, read the morning paper, or hold a business meeting.