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

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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
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I love you guys, sempre.

and

My entire family (and friends)
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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-boudn 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 & Firsio, 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 organizations 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 it’s 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,
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 Shimoni (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 Gallaugher 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. Gallaugher 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?

RQ1A How does Starbucks portray their culture on their website?

RQ1B 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” (Onwuegbuz, 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
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 intended. 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 &
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**

<table>
<thead>
<tr>
<th>Tweet Tone</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>46%</td>
</tr>
<tr>
<td>Negative</td>
<td>12%</td>
</tr>
<tr>
<td>Indifferent</td>
<td>42%</td>
</tr>
</tbody>
</table>

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.
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.

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:
RQ1_A: 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*: 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 companies’ 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.
References


Joniak, L. (n.d.) The qualitative paradigm: An overview of some basic concepts, assumptions, and theories of qualitative research. Retrieved March 30, 2012 from


Appendix 1 – Culture Charts & Models

Figure 1
Figure 2

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

Figure 3
### Figure 4

<table>
<thead>
<tr>
<th>Involvement of general manager</th>
<th>Cultural element</th>
<th>Communication medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Personal enactment</td>
<td>Personal example</td>
</tr>
<tr>
<td></td>
<td>Rite/ceremony</td>
<td>Group activity</td>
</tr>
<tr>
<td></td>
<td>Stories</td>
<td>Second party</td>
</tr>
<tr>
<td></td>
<td>Ritual</td>
<td>Procedure</td>
</tr>
<tr>
<td></td>
<td>Symbol</td>
<td>Policy, logo</td>
</tr>
<tr>
<td>Low</td>
<td></td>
<td>(often unwritten)</td>
</tr>
</tbody>
</table>

### Figure 5

**The Cultural Dynamics Model**

- Values
- Assumptions
- Symbols
- Artifacts

Diagram showing the cycle of values, assumptions, symbols, and artifacts with arrows indicating manifestation, realization, interpretation, and symbolization.
## Appendix 2 – Website Data

### Figure 1

<table>
<thead>
<tr>
<th></th>
<th>Breakfast</th>
<th>Verismo System</th>
<th>Holiday Drinks</th>
<th>Thanksgiving Blend</th>
<th>Rewards</th>
<th>Election</th>
<th>Global Responsibility</th>
<th>Jobs in America</th>
<th>Egifts</th>
<th>Sandy Relief</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/1</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>11/2</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>11/3</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>11/4</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<td></td>
</tr>
<tr>
<td>11/5</td>
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<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>11/6</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>11/7</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
</tbody>
</table>
### Appendix 3 – Tweet Categorization

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

<table>
<thead>
<tr>
<th>Status</th>
<th>Tweet Tone</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>@temptalia @starbucks this is very exciting!</td>
<td>Pos</td>
<td>N/A</td>
</tr>
<tr>
<td>Like clockwork @starbucks #holidaycups <a href="http://t.co/Q9iXXN6">http://t.co/Q9iXXN6</a></td>
<td>InDif'</td>
<td>Product</td>
</tr>
<tr>
<td>Stressed out so I'm heading out to relax at my favorite place in the world... @Starbucks</td>
<td>InDif'</td>
<td>Work</td>
</tr>
<tr>
<td>I think I just saw someone with a red @starbucks card! #November #holiday</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>@Starbucks Love the red cups! Will the caramel brûlée latte be back this year?! :)</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>OVERHEARD @STARBUCKS - &quot;I'm claustrophobic, but only about coffins. &quot;</td>
<td>InDif'</td>
<td>N/A</td>
</tr>
<tr>
<td>@Starbucks what is the eta on wp8 app?</td>
<td>InDif'</td>
<td>Tech</td>
</tr>
<tr>
<td>I voted for Eggnog Latte as my top @Starbucks Christmas Red Cup #VoteEggnog #RedCupsAreComing <a href="http://t.co/Zl7t4x">http://t.co/Zl7t4x</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>So in front of a Costco store there is a @Starbucks store hum? Wich makes me wonder, caffine before the shop or after...??? #JustSaying</td>
<td>Pos</td>
<td>Staff</td>
</tr>
<tr>
<td>My first Advent calendar and it's by @starbucks: <a href="http://t.co/3SIAxCC">http://t.co/3SIAxCC</a></td>
<td>Pos</td>
<td>Brand</td>
</tr>
<tr>
<td>Holiday drinks are back at @starbucks eeeeee!</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>No iced tea compares to @Starbucks iced tea</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>so so excited to go to @starbucks and get my red cup &lt;3</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Um where r u??? RT @chrisrivz: I want a nice hot good cup of @Starbucks #pikeplace #coffee but there (cont) <a href="http://t.co/pKR911n">http://t.co/pKR911n</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>#Holiday cups are back at @Starbucks :) Love that macchiato! <a href="http://t.co/l29p6Zp">http://t.co/l29p6Zp</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>I really need a @Starbucks holiday cup, #tiestheseason</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Stuck in traffic loving life because I have a @starbucks peppermint mocha in my left hand. Tastes like Christmas!</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>#nomnom to the max!!! @starbucks @ Station Utrecht Centraal <a href="http://t.co/FIML2svi">http://t.co/FIML2svi</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>.@Starbucks fans the wait is over! Let the joy begin! #tiestheseason #drinkup <a href="http://t.co/GBl1vG6">http://t.co/GBl1vG6</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Holiday cups @Starbucks. Day made :) #caramelbrulee <a href="http://t.co/6NAR64ga">http://t.co/6NAR64ga</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>First Peppermint Mocha of the season! @starbucks</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Happy first day of @starbucks red cups... OH WAIT cc @jamierubinstein #holidayfail <a href="http://t.co/UFLyUXmRa">http://t.co/UFLyUXmRa</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>HOLIDAY CUPS!!!! My favorite time of year! @Starbucks</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>The @Starbucks holiday cups are back! YAY! Time to go get me a drink later :)</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Love the #gingerbreadlattte! Thank you God for @Starbucks!</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>My cup is red and so is @taylorswift13’s new record. From the original @Starbucks in Seattle! Good #coffee and #music <a href="http://t.co/SMRk59Fe">http://t.co/SMRk59Fe</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Finding @Starbucks gift card in my wallet with enough money on it for a Salted Caramel Hot Chocolate is the highlight of my day,</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>@Starbucks Nice quarter and divi hike #winning</td>
<td>Pos</td>
<td>Brand</td>
</tr>
<tr>
<td>Man @Starbucks CEO Howard Schulz is a smart dude - NBCN interview today</td>
<td>Pos</td>
<td>Brand</td>
</tr>
<tr>
<td>Study English @Starbucks</td>
<td>InDif'</td>
<td>Work</td>
</tr>
<tr>
<td>I'm not Warhol, Picasso, I'm Karczmarz an artist, <a href="http://t.co/0MfblB">http://t.co/0MfblB</a> and I love a coffee @Starbucks</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Live on @CNBC: @Starbucks CEO Howard Schultz endorses @BarackObama <a href="http://t.co/JHDOQiGw">http://t.co/JHDOQiGw</a></td>
<td>InDif'</td>
<td>Brand</td>
</tr>
<tr>
<td>I want a nice hot good cup of @Starbucks #pikeplace #coffee but there ain't no starbucks out in these here Boone Docks!</td>
<td>Neg</td>
<td>Product</td>
</tr>
<tr>
<td>Holiday cups have arrived at @Starbucks!! This may have just turned into a venti latte kind of afternoon.</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Nearly threw a fit in @Starbucks. Barista kept using just one pitcher for every kind of milk without washing it. #IcantHaveDairy #Standards</td>
<td>Neg</td>
<td>Staff</td>
</tr>
<tr>
<td>Love me some free @Starbucks oy~''6rewards #birthdaydrink</td>
<td>Pos</td>
<td>Product</td>
</tr>
</tbody>
</table>
@girly121 @Starbucks @BarackObama I have always supported Starbucks because they have always given their workers healthcare!! Yeah

@julie1310 Soooooo excited that the @Starbucks Xmas flavours are released again tomorrow ::D regnomogglate

I had my first @starbucks Gingerbread latte this morning - have to say i was LOVING IT. @goodlife #fancycoffee #weddingregistryreturns

First @starbucks Gingerbread latte of the season. Thanks @genewillis! Redcups @Starbucks http://t.co/13s6yHna

The day @Starbucks holiday drinks come out is probably my third favorite day of the year behind Christmas & my birthday! ΔŸŽ, ...ΔŸŽ,ΔŸŽ:

@Starbucks do the mocha syrups purchased at http://t.co/GUifPOKo needs refrigerated?

There's never a wrong time @starbucks greenreu @starbucks http://t.co/gzA0Rikd

@sarahraysmakeup @starbucks I already told you i'll be there all winter? Relax! Lol

Indiff N/A

IMHO @DunkinDonuts coffee now tastes worse then @Starbucks #declining #quality

After 6 days of bronchitis RED is makin' me happy @starbucks @ Starbucks http://t.co/immclYhg

I'm #tech #blogging at a @Starbucks, right next to an interview for some kind of #informationSystems sales position. My future? #Ironic

I want a @Starbucks decided I'm going to start drinking coffee PowerThroughTheDay if u**

@Starbucks if Starbucks is ready I'm ready! The new Christmas cups are awesome :) yummy

Indiff Product

My first Holiday cup of the season!!! Thanks @starbucks @ starbucks http://t.co/zyjUcNNu

Toffee nut latte. @Starbucks http://t.co/5acLqkQ

@Starbucks yay! The red cups are here!! http://t.co/6BFUe9QZ

Bostona-area @Starbucks testing wireless smartphone charging - http://t.co/e6d98BhMn // You made me luv u SBux, I didn't wanna do it!

I want a @Starbucks coffee to drink PowerThroughTheDay if u**

@Starbucks Holiday cups are out!!! Let the Holiday season begin! http://t.co/G0pyXeVg

@Starbucks When will we be able to get cinnamon dolce latte in uk?

Indiff Product

Photo: @Starbucks Coffee date w/ @growthringer RedCups http://t.co/xNxhqTx9

We're loving the music notes on @starbucks #RedCaps. If only they actually serenaded us while we drank our coffee. http://t.co/T7pnDEd

@hollyaysheyy @Starbucks no more PSL?!?!

Indiff Product

#QuestionOfTheDay why doesn't @Starbucks deliver? #cravingstarbucks #considerthatplease x

Indiff Product

I'm #tech #blogging at a @Starbucks, right next to an interview for some kind of #InformationSystems sales position. My future? #Ironic

Indiff Work

How could you skip Thanksgiving cups @starbucks??? You should think about that for next year. (Credit to @ASKzak)

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We're loving the music notes on @starbucks #RedCaps. If only they actually serenaded us while we drank our coffee. http://t.co/T7pnDEd

@hollyaysheyy @Starbucks no more PSL?!?!

Indiff Product

@thelakenodgers all I need in life is @Target & @Starbucks!

Life long democrat RT @DonnaBurton: @Starbucks CEO Howard Schultz tells @MariaBartiromo he is voting for Pres.Obama in this election CNBC $SBUX

Indiff Brand

@Starbucks entitlements #social programs wouldn't need slashing if admit rnc are money suck. House term$ extend to 5yr$, Senate3yr.

Neg Brand

love me some @Starbucks but my giftcard is running outtttt :(

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. #fancy1stworldproblem

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 DEF!!! http://t.co/7Mid1Yu

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/JPqtfm (+10pts)

Indiff N/A

getting more @Starbucks coffee in just a few minutes!!

Pos Product

@lexlewman @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/3qN8g1

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/immelYhg

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

Pos

Product

Halloween 2012 @Starbucks drinks! Grande dark mocha, EXTRA hot! @Kris10Chim http://t.co/N8shn2zm

Indiff

Product

I voted for Toffee Nut Latte as my top @Starbucks Christmas Red Cup #VoteToffeeNut #RedCupsAreComing http://t.co/WRUuS3iy

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 follow @starbucks partners dealing with #sandy - we've got your back. #beapartner #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 @george @george @george

InDiff

Work

@emilybratkovich @Starbucks That is an obscene amount of time. I'm impressed.

Indiff

N/A

@lieu @Starbucks: Good to see you again, my friend. #redcups http://t.co/ViA2x76dOv sigh this makes me want Starbucks NOW! #trueSeattleite

Pos

Product

26 days without #coffee. I'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 suucchhhh 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 @timesquare @nye http://t.co/7wgWiuZw

Pos

Brand

Thank you @starbucks for reminding me we're in the holiday season..!

Pos

Brand

@isabellefuhrman @Starbucks drink and be merry!

Pos

Brand

Why yes, @katietmcgee 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

do they offer!!!

Indiff

Personal

Go to @Starbucks or do homework?? #pumpkinspiceforthewin

Pos

Personal

Happy November 1st! Happy Holiday @Starbucks cup! :D http://t.co/allh51TV

Pos

Product

@isabellefuhrman @Starbucks drink and be merry!

Pos

Brand

Photo: Egg Nog Latte!!! Yay!!! I love my @starbucks! Thanks @dalisiliciouscar! http://t.co/xb7J6yp3

Pos

Product

Egg Nog Latte!!! Yay!!! I love my @starbucks! Thanks @laurendeal! http://t.co/mnz3wXxs

Pos

Product

@Starbucks Chairman & CEO Howard Schultz tells @MariaBartiromo on @CNBC Closing Bell 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/umASkXv

Indiff

Brand

@Starbucks CEO Howard Schultz tells @MariaBartiromo 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

Carroll Bröâ€šÃŒs 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/0wimKxG

Pos

Product

I put in my formal request off from @starbucks today. It's happening. #Passion2013 #partyvan!

Indiff

Personal

@isabellefuhrman you love @starbucks hahaha me too

Pos

Personal

@Starbucks Howard Schultz tells @MariaBartiromo 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 !idaymade

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
@Starbucks is open and I’m running for my Pumpkin Spice

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

@TheSass_Master: #ThatAwkwardMoment when Joel is wearing the same outfit as someone else in @Starbucks. Yep. It happened.

The Holidays! Already ??! Not ready yet. (at @Starbucks) (pic) â†š http://t.co/PengO4W1

@Maria Bartiromo getting ready to chat with @Starbucks CEO Howard Schultz on #CNBC!

I’m such a rebel. Drinking @Starbucks in a Caribou Coffee. Gotta show them what quality is.

@1DTribe_ @niallmoan I swear we were meant to be!! And we also took the exact same Frappuccino at @Starbucks ?!?!!!

Ordered my first peppermint hot chocolate of the season @Starbucks #hellonovember

Lunch Å© & @starbucks.

We have two words for you: Gingerbread. Latte. Thank u thank u thank u @Starbucks

First holiday cup from @starbucks !!! http://t.co/GHlCl834

Officially holiday season with @starbucks red cups ðŸ˜Š http://t.co/OHUyXQlA

@ElyGonzo @starbucks soo excited to see these again!!

@MixandMatchMama @starbucks ooho the Carmel brûlée is my favorite

I want a #Christmas @Starbucks please…. Can someone deliver me one

On the radio @Starbucks now: http://t.co/ev5TBKdg - we’re all still waiting for the drop!!! #dubstep #wobble :)
OMG OMG!!!! #RED cups at @starbucks!!!!!!! Yes its a HUGE deal. The RED makes the Drinks better! &lt;3.

@AmiiLou well if nothing else good comes from your day you've just donated to st michaels hse by buying coffee today @starbucks

Is it bad that the @dominos people know me as well as my barista @Starbucks*

http://t.co/rovpkzUW via @creuters &lt;-- can anyone fucking explain to me how @Starbucks has paid 0 taxes in France for the last TEN YEARS??

@Starbucks welcome back red cups!!

@StarbucksJobs We're opening the 3rd @Starbucks store in Rosario, Argentina tomorrow morning!!!

No wifi at the Alpharetta and Mansell @Starbucks ?!!!

My favorite time of the year!!!! Red cup season at @starbucks November 1st !!! @ Starbucks http://t.co/APNhXmj4

Dear @target executives, please fix the computer systems your @starbucks stores use so I can redeem my free drinks. kthxbye. #firstworldrant

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Chances are you've 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

Afternoon pick-me-up @Starbucks Tampa. Happy to have the Christmas flavors back.

@Starbucks holiday cups have arrived! ... Fuck.

Dear @target executives, please fix the computer systems your @starbucks stores use so I can redeem my free drinks. kthxbye. #firstworldrant

@Starbucks Espresso Journey http://t.co/AMlbzTaQZ

@Starbucks Espresso Journey http://t.co/TYIUUch via @ArchDaily #popsupshop #Japan #design

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My favorite time of the year!!!! Red cup season at @starbucks November 1st !!! @ Starbucks http://t.co/APNhXmj4

My favorite time of year @starbucks #redcups definitely Eggnog Steamer!!! Will have one this evening!

Dear @target executives, please fix the computer systems your @starbucks stores use so I can redeem my free drinks. kthxbye. #firstworldrant

Christmas cups out at @Starbucks â–¸

@marllesiroland @Starbucks that sounds so good!

@Starbucks’ #Color Changing Stars! Oh my Christmas Miracle! :) http://t.co/WW5XrgMY

@StarbucksJobs We're opening the 3rd @Starbucks store in Rosario, Argentina tomorrow morning!!!

@Starbucks Mpls IDS has the best employees!!!

Happy November!! And @Starbucks has Christmas cups!! It's the most wonderful time of the year :D #holidays

@starbucksprtnrs @starbucks #redcups definitely Eggnog Steamer!!! Will have one this evening!

Dear @target executives, please fix the computer systems your @starbucks stores use so I can redeem my free drinks. kthxbye. #firstworldrant

@Starbucks holiday cups have arrived! ... Fuck.
Two Words...Red Cup! @starbucks #holiday #coffee http://t.co/bnpCRSy5

@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)

@Starbucks I love you guys!!! :D

About to head out with @KimberlyNash to @Starbucks, then off to the studio. We have a busy November ahead of us. #Arguelles

@RachAho @Starbucks I gotta go to starbucks!!!

Beverage companies @PernodRicardUSA, @CocaColaCo and @Starbucks send aid after Hurricane Sandy

Coffee @starbucks w @bradleybaker60 http://t.co/Eli8FgI5

I &lt;3 starbucks! RT To support those affected by Sandy, @starbucks Foundation donating $250k to @redcross &amp; @unitedway disaster relief funds

Too soon @starbucks , TOO SOON! #letscelebratethanksgivingfirst #bahhumbug http://t.co/orBFxz0x

Holy mother of tired! I so need a @Starbucks pick me up. #yawn

@benjhaisch @starbucks ;)

@Starbucks I’m Caramel Apple Spicing it today! Love you and love fall! http://t.co/KzvuluYa

@Starbucks holiday cups are out! #ohhappyday #itsthelittlethings

RED CUPS AT @Starbucks AGAIN! #besttimeoftheyear! http://t.co/635fYFlF

It’s that time again. @Starbucks #redcup is here! http://t.co/BH286Wr

#memphoday #november 1: something that begins with ‘C’ (my #christmas #coffee #cup from @Starbucks) http://t.co/AyGo6KNM

@Starbucks oh I love you Christmas drinks :) x

@pecilylovely 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

Holiday drinks are here again @starbucks! http://t.co/vwYK5te

Big shout-out to Colleen @Starbucks on Pechanga Parkway. You Rock! Best customer service ever at a Starbucks.

@starbucks with @DaOideZeppo

Today just got 1000x better :) @Starbucks #redcup #peppermintmocha http://t.co/ONGCFFhV

@Starbucks Need the Caramel Brulee Latte back, asap! #PleaseAndThankYou

Search | Starbucks Coffee Company: http://t.co/tVX3SXs0 via @Starbucks salted caramel hot chocolate is my favorite

Actually day dreaming about @Starbucks #peppermintmochas #favoritetimeofyear

@starbucks please help me get through this exam! @Starbucks http://t.co/YRrKs69v

@Starbucks just emailed me to say I won their new Verismo brewer! #happythursday

I got this because people are losing their nuts over red cups, but holy rusted metal @Starbucks spelled my n http://t.co/XSNyI6xj

#isthesesason #redcups @starbucks http://t.co/WZKCSqR

Love the coffee story...while drinking @starbucks @unmarketing http://t.co/wgY2Y2zQ

It’s the most wonderful time of the year! Why!? Because Egg Nog lattes are back @Starbucks!!!!! #ReadyForXmas

I WILL be getting @starbucks today. There is no doubt about it. #coffee i*#redcups are back at @Starbucks!!! Hello Gingerbread Latte... Mmm @ Starbuc http://t.co/ykAJ17kd

Halloweens officially over, there's Christmas cups at @Starbucks http://t.co/YRrK6v

2nd caramel brulee of the day @starbucks. It's the cashmere sweater of the coffee world. @Starbucks #cblrocksmyworld

Afternoon warm up @starbucks http://t.co/7d1wnt

Cinnamon rolls, foggy beach picnics &amp; a @starbucks red cup... http://t.co/d5SYVarV

@Starbucks it's that time of year! holiday cups! <3

I will be getting @starbucks today. There is no doubt about it. #coffee i*

And the holidays begin @Starbucks #eggnog #gingerbread #caramelbrulee

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

Meet the “new” me. Kate. Thanks @starbucks. Yummy caramel brûlée! I’m later though :) http://t.co/ig7WAcDY

@joosoomoo @ChloGer @Starbucks dont forget the caramel brûlée! It’sTheMostWonderfulTimeOfTheYear

Christmas cups at @Starbucks make me happy :)
SEATTLE'S SEAFARING SIREN

I would do anything for a Starbucks mocha right now! #3oclockwall

@kithemae I can't wait to get my hands on a Starbucks polar bear cookie!!

Every possible seat/door is being occupied. Power cords everywhere !@Starbucks http://t.co/brN1dRT

@isabellefuhrman @Starbucks Thanksgiving is always forgotten, aw poor thing :(

ALMOST coffee time! MariaBartromo has the EXCL w @Starbucks CEO Howard Schultz -- today at 420p ET! Don't miss! #CNBC $SBUX

No. Do NOT tell me the @Starbucks holiday cups are here #redcup #coffee addict #holidayseemining #christmascountdown

It's that time of year...my fave @Starbucks redcups always get me in the #holiday spirit! :) @Starbucks http://t.co/bvkJ0t

I cannot believe its already red cup season @starbucks http://t.co/7ICXE7GE

@carolinenparker I do believe I'm gonna test this one out today. Toffee nut, you say? #perfect #iscold #neworder #starbucks

@k101agency Yes! Love this time of year. And @Starbucks just made it official.

To say I was excited for my @Starbucks Christmas cup this morning would be an understatement. #gottmyRedSoloCup #withseason

Enjoying my first Creme brûlée latte from @Starbucks of the season! #cremebruleelatte #starbucksdrinks #lovecoffee

Today's the day! Gingerbread, eggnog, caramel brûlée and peppermint mocha are back on the menu at @Starbucks! Getchu some!

Gingerbread latte has returned to @Starbucks! #Score

My birthday is this month. Know what that means? Free @Starbucks!

@isabellefuhrman @Starbucks fuck logic

@RobertGerard @jenkracoff Got red cupped at @Starbucks today! SO happy. #withseason http://t.co/WhpUdJDC

@starbucks my fave ice cream... ash &amp; I missed you. http://t.co/M4hjgswH

@jennihogan. @LiveTVAlex did you get your foo foo coffee this morning? @starbucks has eggnog and peppermint treats! Yummy! #holidaytreats!

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.

It's baasack! @Starbucks Egg Nog Latte (+Caramel Brulee Latte &amp; Peppermint Mocha/White Mocha)! Come check it out and get it in your #redcup

When I've got my oatmeal raisin cookie from @Starbucks and some tunes from @songza paper writing is actually bearable. #school

Skipping yoga because my stomach is so sick. @Starbucks needs to clearly label their soy so no one mixes it up! #dairyallergy

Why, oh why, does the person ordering 47 drinks choose to utilize the @Starbucks drive thru?!

Mmmmm Starbucks holiday drinks...so happy they're here again... http://t.co/71vJ0E@Starbucks

Love the new @Starbucks cups?!! http://t.co/7md9lytL

@vargasl That's totally wrong! I hope @Starbucks apologized!

@redcups are BACK! #YYZ @cremebruleelatte @Starbucks http://t.co/daUd3Xj9

Marketing Director @imegre lost a bet to get our following up to 1000 by Nov1. He has to buy the #redcup for McCafe!

To support those affected by Hurricane Sandy @starbucks is donating $250k apiece to @redcross &amp; @unitedway relief funds http://t.co/heJg9EMv

@Starbucks Christmas cups already...what?! Christmas?! Santa? What month is it? #overwhelmed It's a second cup of coffee kind of day.

@DennisPrager Catching up on old shows with #Pragertopia and thought you'd like this clip RE the term venti @starbucks http://t.co/cd7gD8s

@vargasl @Starbucks She can pay for the hospital bill, then.

Isabellefuhrman @Starbucks fuck logic the person ordering 47 drinks choose to utilize the @Starbucks drive thru?!

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@vargasl @Starbucks She can pay for the hospital bill, then.

Spotted: Red holiday cups are back at @Starbucks you know what that means, it's officially winter!

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

REDUCUPS ARE BACK!! @starbucks #redcup #eggnog latte @Starbucks http://t.co/7aQxhlc

Food service workers really need to take allergies seriously. Girl at @@Starbucks tried to scoop our whip without me seeing. Wrong. #redcup

We're getting @starbucks and I'm getting emotional because HOLIDAY CUPS. #christmas

reminder: @starbucks wifi works even when they are closed #Sunny

I am 99.314% certain the @Starbucks at Silverburn lied to my Dad this morning when he went to pick up the golden mug.

Hey @Starbucks: did you change the Gingerbread Latte syrup, or did I just get a poorly made one? Doesn't taste right...

November 1st! @Starbucks @happenedtothanksgiving #justkidding #canwaitforchristmasblend http://t.co/d34e2b3F

I sososo want a Java Chip frappuccino from @Starbucks. #anyone? :(
@fab_angie I understand @beckyrbnsn &amp; I (along with many others!) share an affinity for @starbucks!

It's Christmas! I can now start decorating because @Starbucks says so. #redcups

@starbucks A BIG THANK YOU to the Westwood, NJ Sb for their kindness and generosity through this! Exemplary!

Brilliant example of @starbucks providing personalised customer service and experience http://t.co/taHz5WSh HT @Hyken

@PoundCakeMMA round 2 - @ @Starbucks faddictedlogreatness http://t.co/UQq6pAJO

The oat fudge bar I am eating right now is heaven in my mouth @Starbucks. #CommercialDrive #Vancouver #Starbucks

Eggnog is back at @Starbucks!!! #holidaydrinks

Sad moment when the @Starbucks at my school doesn't have holiday cups or drinks. I just want a peppermint mocha

November is really the best month: @Starbucks Red Cups, @deehs18 birthday, $3 Navy Grog, Thanksgiving...

#redcups! I'm stinkin pumped! Going to @starbucks and nobody can stop me :)

@starbuckskaptus @starbucks CHEG. Mmmm. Can't ever get enough!!!

happy thirsty Thursday @ChinaMistTea @starbucks @quinos @dennysgrandSlam @BrewOverIce @foodNetwork @tetly_teafolk @timHortons @tiestaTea

Iâ€”you @SB_McAllister Starbucks @starbucks @starbucks @heart #love #lovemy @starbucks http://t.co/teDcDk

@Starbucks November 18th! Love you guys! :)

Peppermint mocha from @Starbucks to start off the month. So good.

Thank you @Chris_TIU for opening my eyes about the @starbucks secret menu :) It's officially Christmas at work @Starbucks ÑŽ...ÑŽ...b+

There's no better feeling than entering any @Starbucks store!

@starbucks #redcups #yesplease http://t.co/9O2SNeYY

Thank goodness for the @Starbucks drive-thru! ÑŠ#ÑŠ

@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??

Y'all don't know how happy I am right now. Seriously #redcups #starbucks http://t.co/KBDbB86p

Christmas drinks @starbucks! Oh happy day!!!! http://t.co/90wzDei7

I'm kind of ashamed at how excited I am for the countdown to @Starbucks bringing out their holiday red cups

HOLIDAY CUPS!!! And Cinnamon Dolce!! @starbucks Best time of the year :) #littlethings

But it was a nice walk, though! I'm glad to have stopped by @Starbucks to get my markout, or half of it!

3 unmarked police cars in front of @Starbucks weird...

@Starbucks can I officially start my holiday season with an Egg Nog latte today???

Can't wait to get a @starbucks christmas cup this afternoon to ring in the holiday season. #nethemostwonderfultimeoftheyear

Christmas cups out @Starbucks, must mean its okay to play Christmas music #dovertheholidays

The holiday cups are back ÑŽ#peppermintmocha @starbucks ÑŽ...ÑŽ... http://t.co/2Ye4jmR

@hollice @starbucks yes! Give your card/phone for them to scan and they will see your free bday drink. Used mind last week!

@ktkurtz @starbucks Yes yes, please!! I totally agree :)

@lauramcarroll @starbucks @katnic29 #redcups #yesplease

@Starbucks AWWW! Holiday cups are here...already!!! time is speeding by!

@Starbucks my dog loves u guys as much as I do ÑŸ... http://t.co/Q18UuMx

@Harrods it's beginning to look a lot like Christmas! Just waiting for @starbucks red cups and the @CocaCola_GB ad on tv!

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

Whenever @Starbucks breaks out the snowman cups it starts to feel like Christmas :)

India loves @Starbucks, but it's not about the coffee. http://tco/KH6Esjb1 (via @psfk)

So help me if I see one more picture on @instagram of the Christmas @starbucks cups...ñŸ...

Yum! The Caramel Brûlé Latte is back @Starbucks

@ktkurtz @starbucks 2 soon! Nooooooo!
Ahh, @Starbucks. Built on common sense. ...And hopes, and dreams, and delicious whipped cream. :)  
Yay Christmas cups at @Starbucks!! #holidaysseason  
A family affair. @justben_JAMIN @SadiePugh @Starbucks #starbucks https://t.co/ON70fD11  
Rumor on here is that @Starbucks has their holiday cups out!! Can't wait for coffee later :D  
@starbucks waiting for zeeeec cup! http://t.co/TSSLq0IF  
Got my Christmas cup. @Starbucks #PeppermintMocha http://t.co/0U3dk5k  
@BrettinEtown @Starbucks @christineewren ah, you just made my day! thanks for the heads up!  
First #holidaycup of the season! Our next Montana coffee needs to be at @Starbucks @Brandon_Himes @bigirr http://t.co/mecQrJG  
If @Starbucks has brought out the holiday cups and drinks, then I can bring out the Christmas music #logic  
You know it's that time of the year again when @starbucks comes out with their signature Holiday cup!!!! http://t.co/iv1m8j  
salted caramel hot chocolate from @Starbucks is amazing!!!!  
@angela_white. Just heard today is red cup day @Starbucks.  
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  
@isabellefahman @Starbucks ?? now I'm really confused.  
@twinnasol0KC. "Hey I get my ankle bracket off tomorrow would like to meet @Starbucks* #thisiswhyyouarestillsingle #fb  
Almost there @starbucks ... almost there. http://t.co/lyeNMBGt  
@Starbucks: Something about the #redcup. Love this day! So #cozy. Makes me #smile :) http://t.co/CHKMrzVN  
Love that the @starbucks #redcups are back! Makes me happy everyday! http://t.co/NaPXASoF  
@Starbucks About that time! http://t.co/vsXq9he5  
So (secondcup I keep getting wrong orders at your shops (dgt:1 locatn). Never others from @Starbucks to @McD_Canada Thoughts? Fix order syst?  
@isabellefahman @Starbucks these glasses and the company itself are perfect *-:*  
Finally the #redcups are back @Starbucks ... Love it! http://t.co/qHpddFHG  
Hey @Starbucks!! You can't just Christmasify the crap out of your shop and tell me you aren't serving Christmas drinks yet!  
Christmas is officially here., Toffee nut late yuuum @Starbucks http://t.co/SGnuus3g  
No more jockeying for a seat near a power outlet @Starbucks testing device to wirelessly charge your phone http://t.co/S2jABY  
@Starbucks has their holiday cups & that makes me happy. Hellooo November.  
@willshultz @Starbucks It's November, so. Full speed ahead.  
I SAW A RED HOLIDAY @STARBUCKS CUP TODAY.  
It's official. @starbucks http://t.co/W8KHNmd  
I can't even remember the last time I went through a @Starbucks drive thru  
In addition to the holiday caps, the free single of the week is Avett Brothers. Well played @Starbucks. @twituba  
im that wonderful time of the year when @starbucks brings out the Christmas cups! studying just got a cheerier! http://t.co/X2p6BlLL  
@starbucksprtnrs @starbucks venti iced coffee 3 pump classic and eggnog as my creamer FABULOUS!!!!  
@angela_white. Just heard today is red cup day @Starbucks.  
@pchl @starbucks Red solo cup! I fill you up! Lets have some COFFEE!! Lets have some COFFEE!!!  
@starbucks Do you plan to open in Toulouse (France)?  
@Starbucks: Good to see you again, my friend. #redcups http://t.co/gsADCgFN Red cap season makes me so happy.  
@starbucks wooooo/christmas http://t.co/dHpoSNQX  
@Starbucks What's up with the Xmas cups? Can't we even enjoy a season of Thanksgiving first? Major disappointed - probably see in January.  
First sip of @Starbucks since #Sandy hit #nogood #thanksgiving  
Starbucks has been so generous this week with Wi-Fi service! @Starbucks @StarbucksUK @Starbucksjobs http://t.co/3sRYz03 #hurricanesandy  
Peppermint Mocha. So stoked for these Holiday cups at @starbucks! #besttimeofyear @ Wildfox Couture http://t.co/g3XGwW2
Chuffed to bits about the red cups at @Starbucks

I broke down and went to @Starbucks, pretty much solely for the red cup, sadly... http://t.co/voyYuOZw

It's officially Holliday season, @starbucks red cups are back. http://t.co/ItV60RCq

@Sarah_Lazar @Starbucks TOO. SOON.

@meplanyourtrainer @starbucks DITTO! #Americano #ugood

#redcaps day @Starbucks never fails to make me happy ☕

The happiness @Starbucks venti non-fat lattes bring Amanda and I >>>>

Gotta love a @Starbucks red cup! Happy November!! #Starbucks #caramelbrullee #gottalovecoffee

@Starbucks I need a Starbucks pick me up today... can anybody make a delivery??

HOLIDAY CUPS ARE AT @Starbucks. PERFECT DAY.

@TomKohn thanks TK that and 3.75 will get ma a lattee @starbucks

Starbucks my day just became a 100x better!

Cannot wait for @Starbucks red cups to come!! #christmas #christmas #christmas

@Starbucks Im so stoked... Eggnog Lattes are back

It's Thursday. epicplayground and @starbucks are perty together. :) @ Starbucks http://t.co/Jd5BTOUj

OMG Christmas cups!!! @Starbucks

The #holiday season has officially begin!! Thanks @starbucks for making it official! #christmas #nowmanman #star http://t.co/BtmsWip

Oh the #HolidaySeason has officially begun....the Holiday @Starbucks cups are out :) http://t.co/GHA9DErD

@Starbucks kris engskov u are a prick do u think english are stupid #boycott starbucks

DING! We have a winner! (with @William2Some, Rye, and Michael at @starbucks) [pic] â€” http://t.co/0StQvskt

Some @starbucks Thanksgiving blend in a #redcup to start and finish my day today! Happy partner right here! #beapartner

How many cups of @Starbucks Sumatra will it take to keep me on the same page as my 2mos old today? #mommyproblems

Peppermint Hot Chocolate from @Starbucks is literally all I look forward to every Christmas, besides playing Mary Claus.

@Starbucks with my daughters and my mom and her friend patt

the holiday cup is backkkkkk! @starbucks #besttimeoftheyear

Sad I know but looking forward to red cups being back on the menu at @Starbucks tomorrow followed by skating :) #countdowntochristmas

@early_chaney @hamalaisyshigg @starbucks yesss of course!! -D #welovepumpkinspice #ermagherd

Decided to pay for the drink of the lady behind me at the @starbucks drive-thru. :) #muliesallaround

@Starbucks missing so much being part of the team at @starbucks #london #harrods staff entrance 2003-2004

Red cups at @Starbucks, normally I would be extremely excited for this, but its 80 degrees out #LAstruggz

@early_chaney @atlant02 @Starbucks oh my god!! Im honored & I'm addicted! venti pumpkin spice latte #everydayyyyy

Oh my tins @Starbucks Christmas Cups #20#f#20#S

@cangiolillo @starbucks yay! Must go now! :) @Starbucks yay! Must go now! :) 

3pm @Starbucks run. This place is hopping like a club on a Saturday night. Crazy.

@isabellefehrman @Starbucks hahah I know right :) @Starbucks hahah I know right :) 

@Starbucks was out of Pumpkin Spice. Had to get a Salted Caramel Mocha // #firstworldproblems

@Starbucks I love Starbucks :) @Starbucks I love Starbucks :) 

@hamalaisyshigg can join too :) #pumpkinspicefortyly @atlant02 @starbucks

Meghoffloy Yayy! Makes life better somehow, right? Thank you @Starbucks!!

Pumpkin spiced latte from @Starbucks. #perf http://t.co/ex4PXsX

@Starbucks the best way for customers to NOT say "can I have some coffee with my ice" is to make coffee ice cubes.

@Starbucks: Good to see you again, my friend. #redcaps http://t.co/Vc5YC4im countdown to xmas!
I wish there was a @Starbucks on every corner in Hanover like there is in NYC. Hanging out at @Starbucks again. I'm a sucker for that egg salad sandwich :D

@Starbucks Holiday cups make me so happy. #Starbucks #HolidayCups http://t.co/JOTQ1FvB

Gingerbread Lattes are BACK!! RT @Starbucks Good to see you again, my friend. #redcups http://t.co/pXnp7OQm #coffee #holidays

My dissertation is leading me to splurge today on a Pumpkin Spice Latte. [330 Calories - yet so good!] Yum @Starbucks

@Starbucks I'm so excited for my peppermint mocha!

So we meet again. #cremebruleelatte #christmas #red @Starbucks http://t.co/9k9eQZFN

Happy Holiday Cup day! Bring on the peppermint mocha! @Starbucks

When tf is @starbucks going to get eggnog?

CHRISTMAS FLAVORS ARE HEREK!! @Starbucks thank you thank you thank you!

@Starbucks is two for one tomorrow!! Looks like Caradog will need to take a friend.

Good lord. November 1. @starbucks in my building is currently setting up a Christmas tree... #makeitstop

Nothing says it's winter more than the @Starbucks red cup!!! #Eggnog #Yummy #FeelingFestive http://t.co/IheHqee

I cannot wait to get my Red Cup from @Starbucks! The Christmas season is finally here!

If ur rolling by a @starbucks in the QC, a trenta hazelnut iced coffee + 3 pumps of classic & nonfat would be sublime. #sleepy

I like how @Starbucks is the one who determines the changes in seasons. #justcoffee #Seattlelove

Want coffee but I've no time. @Starbucks, I'm telling you, if you sent a truck around my neighborhood playing music, I'd give you my money!

I'm at @Starbucks Coffee (Departure) (Kuwait International Airport, 2nd Floor, Kuwait City) http://t.co/HcsoQb6Q

Thanksgiving Holiday Cups and Thanksgiving Blend Coffee Beans. @starbucks @ Starbucks http://t.co/KLwsoW20

The many benefits of @starbucks http://t.co/nBYoZ43U

The red cups are here! The red cups are here! @Starbucks #holiday

Damn I didn't get my red cup from @starbucks today. Definitely tomorrow.

@isabellefuhrman @starbucks yay time go fast andd ANSWER ANSWER ANSWER ANSWER haha joke :3 just if u want :P

@Starbucks are eggnog lattes out yet? I've got a craving....

@OneVanillaBean @starbucks Me too! Your snowman is cute too

@Kay819 @starbucks Yeah, the faceless caroler is not my favorite. I like the ice skater..)

I wouldn't doubt if @isabellefehrman was the first in line to receive a @Starbucks holiday cup.

@Starbucks has been using #QR Codes. Have you seen them on your #coffee yet? # http://t.co/J1KYomfo

@isabellefehrman @Starbucks It's crazy isn't it?

Yay! Welcome back @Starbucks red cups! You're winter drinks and red cups are my favorite!! #happydays #myfirstlove

Hi mark i totally agree. @markhayden @Starbucks

There appears no rhyme or reason as to which @Starbucks are open. 75th/Bway is NOT. #UWS

@stanthemanii @Starbucks forgot about that one!! Thats another favorite!

@Starbucks @ Lucky Dozen @Venti Peppermint Mocha Frappe The #Christmas season is among us :) http://t.co/FSdBg6EZ

Best day of the year. @Starbucks holiday drinks are here :) #happydays #myfirstlove

There appears no rhyme or reason as to which @Starbucks are open. 75th/Bway is NOT. #UWS

@Starbucks holiday drinks are here :) #happydays #myfirstlove

I wouldn't doubt if @isabellafehrman was the first in line to receive a @Starbucks Christmas cup.

Holiday cups are back &lt;3 @Starbucks http://t.co/bbRsc3

@Starbucks has been using #QR Codes. Have you seen them on your #coffee yet? # http://t.co/J1KYomfo

@isabellefehrman @Starbucks It's crazy isn't it?

My first Gingerbread Latte of the season! On day 1 of the season! Thank you @Starbucks! http://t.co/RubAKcry
@isabellefuhrman yum! @Starbucks I saw Christmas decorations in Target the next aisle over from the halloween costumes. O timeflies xx

Holy jeppers nothing gets me as excited for the holidays than @Starbucks changing its seasonal drinks (gingerbreadmakenahappy #santascoming

@willschultze @Starbucks Preach it! :) I'd love some egg nog!

@JennaHertalon @Starbucks why do you like Starbucks so much?

@Starbucks thank you for the birthday coffee!!

More buzz for cafes: http://t.co/FopSh8kK - including mentions for @Familhouse, @starbucks

@isabellefuhrman @Starbucks Anahahahaha, I love you sweetie!!! @Wishmeawishing Did you have a freaky Halloween?

Why cant there be @Starbucks in honoeys fall?? I hate t/problems/causeI

My @starbucks boyfriends treat me well. I got a heart and a pumpkin drawn on my cups this week! http://t.co/9yyRh4PN

@starbucks Holiday is here--my favorite time #beapartner! To all the "too soon" curmudgeons I say soften up. Let me get you some eggnog.

@Starbucks has their holiday cups out. #ermuhgerd

The holiday cups at @Starbucks are out!

@isabellefuhrman @Starbucks yummy!

@isabellefuhrman @Starbucks I know! the grumps are already out too? whats happening @ #drawearly

first @starbucks in a holiday cup! @thisseason #soundontoochristmas #cheer http://t.co/IbFwUWumO

@Starbucks you send your money to Israel and they go over to Palestine and start stepping on little girls for going to school??! #stupid __ -

First peppermint mocha frap of the holiday season!! Already obsessed @Starbucks

@Starbucks The new holiday #RedCups are turned into compost in San Francisco, CA! Guilt free #PeppermintMocha! #recycle #DumpDiversity

Was not ready for the #christmas cups @Starbucks this morning. Wasn't halloween yesterday? What happened to Thanksgivi?? http://t.co/KP43wD5O

@starbucks made my day, caramel brûlée latte is back! looks like the only thing is back is the eggnog. http://t.co/hO6s4GA

@Gospel_Project @starbucks gift card #unchurch @GregSimmons #2pmcoffee

This @starbucks is so not efficiently run. 3 people taking orders, 15+ ppl waiting for drinks and 1 person making drinks #getittogetherTRON

@BenAffleck makes a @Starbucks stop after his Oz themed Halloween: http://t.co/48E3dJ5J

@5taceySolomon looking very cute in her furry hat at the Natural History Museum ice rink in London for the launch of @Starbucks Red Cups.

Sitting in @Starbucks, aka the shelter for power-less people. #SandyProblems

In addition to @starbucks - Peeps are now charging their phones at ATM lobbies. http://t.co/13dfT63CG

Photo: Yum! Reenergizing for work with my fave @starbucksâ ¢ skinnyvanillalatte @starbucks http://t.co/gyy13Nk5I

I really want @Starbucks right now @EmmaElizabethM @katnic29

No I just dont think my Starbys has them in yet :( I feel left out bc everyone is talking about it today! @nikixuma @Starbucks

@Starbucks I love #redcups but please wait until after Sandy

@EmraShekter @Starbucks Girls for going to school?!? Stupid girls for going to school?!? Helmet please! http://t.co/KP43wDsO

@Starbucks thank you for the birthday coffee!!

@JennaBertalon @starbucks why do you like Starbucks so much?

@willschultze @starbucks Preach it! :) I'd love some egg nog!

@EmmaElizabethM @katnic29

Dear Mother of God, @starbucks http://t.co/O4V5znLR

#redcups are back at @starbucks!! http://t.co/IOqP6h8

Getting my morning fix! @Starbucks #sourchulalatte now, off to class! #bliss

@Starbucks: @albitgh you make us happy :)

Is anyone else ecstatic about @Starbucks introducing their new holiday cups? #goldcardstatus

Ha ha score! Got my friend addicted to my favorite @Starbucks white chocolate mocha. http://t.co/gfX7lPs

I voted for Eggnog Latte as my top @Starbucks Christmas Red Cup #VoteEggnog #RedCupsAreComing http://t.co/68YS3GH4

@erinebert @Starbucks are they out???? #redcups

I need my @Starbucks. It's an emergency.

Guys? Why is everyone so excited about @starbucks red cups? DON'T YOU KNOW IT'S STILL FALL?! #dontrushit

@craigcallary ... but we'll only really know its Xmas when the red cups appear @StarbucksUK @Starbucks

I need my @Starbucks. It's an emergency.
@Starbucks significantly improved my terrible morning with a Holiday cup and a caramel brûlée latte! Pos Product

Can’t wait for eggnog lattes &lt;3 @starbucks Pos Product

Christmas @Starbucks begins tmrw... &lt;joy @Redcups... &lt;Fak another year! InDiff Product

Holiday flavors @Starbucks #EggnogLattesLovin http://t.co/3NiY3ZY... http://t.co/7RexDKQk 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 Product

my first @Starbucks peppermint mocha of the season! perfect way to start out a drizzly day! Pos Product

@Starbucks N/A

Happy early birthday to me from @Starbucks. :3 :Birthday ;birthdaydrink ;venti ;soy ;vanilla ;vanillabeans ;fp http://t.co/3PWr7XR Pos Product

@OneVanillaBean @Starbucks You definitely get cuter ones than mine haha InDiff N/A

Some @Starbucks would be great right now! Especially the vanilla bean with caramel &amp; whipped cream❤️ Pos Product

@Starbucks friend sent this to me on my fb thought I’d share &lt;Hola;3 @starbucks http://t.co/5ks98Kt InDiff Personal

My most RT’d tweet yesterday: Doh! @Starbucks #funny #fail http://t.co/x3vJkyv0 InDiff Personal

Treat myself @&lt;3 @Starbucks @starbucks #Ipsl http://t.co/SMcGKst 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 @joooooooolia @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/iqpp02Ef InDiff Product

Mmmmmmm Starbucks Thanksgiving Blend... best coffee around @Starbucks Pos Product

@jenven21 @Starbucks I WANT ONE RIGHT NOW Pos Personal

Happy November! @starbucks holiday cups are here! http://t.co/dzKMFK 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/7GifZUha Pos N/A

I wish @Starbucks delivered ☕ InDiff Brand

The freecups are back. Love the holidays!!!! @starbucks Pos Product

@starbucks #freecup! #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 @JesseEricson InDiff Product

@Starbucks saves my day everyday in between classes &lt;3 Pos Personal

Holiday flavors at @Starbucks yum yum! Ø¥­Ø§ http://t.co/Tojahp Pos Product

Free coffee from @starbucks, great after a sleepless night with the two boys sick. #needsleep Pos Personal

@brtt_nicole75 @Starbucks Yet another drink that you’ll probably get me hooked on. :/ Pos Product

@starbucks red cups &amp; #UGYPretreat!! #PERF! http://t.co/CjOGIhep6 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. #handy #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/HekSshii 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 &amp; I agreed no whip. Customer said "all the way!" #noway InDiff Personal
EGGNOG LATTE AT LAST!!! Weeping tears of joy. @Starbucks http://t.co/hS29wa0

You know you're an addict when the @Starbucks barista questions the difference in your order ðŸ‘• ðŸ‘• youdontknowmystruggle
@jooosooolaa @Starbucks I've seen so many people talk about it already. i wanna go but got classes and advising meeting T_T
@SuperSpaceChick @Starbucks That's so adorable!

I see a red cup in my near future! @Starbucks @whit1826 ðŸ˜ðŸ˜ #youdontknowmystruggle

Pos Product

Have you had a Zebra Mocha from @Starbucks? How about a Cake Batter Frappuccino? The Dirty Hippo? See more: http://t.co/2ND1eOVx

InDiff Product

HOLIDAY DRINKS ARE BACK!!! Day 1, November 1! #gingerbreadlatté #minihone #missedthis @starbucks #starbucksadd http://t.co/C3dqElRz

Pos Product

@haybuyers @Starbucks Love me some Red Starbucks cups!

Pos Product

Tis' the season @Starbucks. #redcups http://t.co/7SkniCYy

InDiff Personal

Christmas time at @Starbucks! My favorite time of the year!!! My day has been made :-) http://t.co/QpDmEL7V

Pos Brand

SO cool to watch how people are reacting to the #redcups #thesession @Starbucks @starbucksprtnrs http://t.co/cLjXeEmn

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

Announced my favorite drink is back! Caramel Brûlée' @Starbucks Christmas flavors are out!!! :)

Pos Product

Stop it! @Starbucks #RedCups are now available?!?!?! YES! So. Excited. #thelittlethingsinlife

Pos Product

The holiday season has begun! @Starbucks has red cups and @LuckyBrand has its Gift Guide: http://t.co/InyGoeW6 http://t.co/BkwE5C5l

Pos Product

Holiday cups 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

In 2 days, the holiday drinks are back at @Starbucks... that means... you know what that means, right? #REDCUPS #YAY

Pos Product

@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/BkwE5C5l

Pos Product

Stop it! @Starbucks #RedCups are now available????! YES! So. Excited. #thesession

Pos Product

Still no power @ballytotalfitness, so I went to @Starbucks instead and the Christmas cups are out! ðŸ‘• ðŸ‘• ðŸ‘• ðŸ‘•

Pos Product

@TheJoeyJorg 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 Brûlée' is back! ðŸ‘• @starbucks :)

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

Sometimes it's the simple things... Heart @starbucks #red cup! http://t.co/Z2aumAAT

Pos Product
@StephColes: Got my @Starbucks red cup already! @TorTorMcIntyre: NOW it is ok to be excited about Xmas. @EmmaMahoney: hi :) http://t.co/H7RHypJo

@evenewer: @CosmopolitanUK: @Starbucks ... why “frothy coffee”? InDiff: N/A

It's November 1st and @Starbucks whips out their Christmas cups &amp; holiday specialty drinks. Let the season of cheer &amp; joy begin! Pos: Product

Could it be, already?? Yessss!! @starbucks #redcups http://t.co/G4izHOBF Pos: Product

@gondronastas: @Starbucks: Aw I should know you would appreciate that too! Pos: Product

@Tksalyer: @starbucks: I am all about this!!! Where'd you find it?? Who's doing it?? InDiff: N/A

Ohhh feckkk yes I have two free drinks at @Starbucks #AfterSchoolTreat! #ThinkYes Pos: Product

Red cups are here @Starbucks #gingerbreadlatte http://t.co/STA3adu InDiff: Product

Hey @starbucks: you should add a paid premium wifi option for those who don't miss the days of dial-up Neg: Staff

Thank you Venti @Starbucks Peppermint White Mocha for getting me through my post-Halloween laziness. #RedCupsSolveAllProblems Pos: Product

Omg, @starbucks please get a delivery system in place! Neg: Brand

16 days til @Starbucks starts carrying cranberry bliss bars. #christmas #holidays #traditions #guiltypleasures Pos: Product

@somepants: Someone @starbucks needs to get on this.... #bemyheroplz http://t.co/A9iRY5dC InDiff: Product

@Crystaology: try the tazo chi tea latte from @starbucks... It's amazing and wakes me up every Monday morning when I go in at 8 for reports. Pos: Product

One of life's simple pleasures. Holiday red cups from @starbucks are here;) http://t.co/aQ9HBP4 Pos: Product

Holiday cups at @Starbucks AND cold weather ?? Finally feels like the holidays ! #perfection Pos: Product

@Jasperbunny: @Starbucks it's a red paper cup... Why the excitement? InDiff: Product

Red cups coming back to @Starbucks excites me beyond belief!! And Peppermint mocha is back today!! #christmasiscoming #thishappening Pos: Product

@AlannaSarabia: @starbucks: I know too early!!! thanksgiving n Christmas commercials already. Neg: N/A

The Christmas cup already at @Starbucks?! My time flys by. #happinessinacup Pos: Product

Off to Target and @Starbucks! #mmmmlatte Pos: Product

Screw the Christmas cups @Starbucks. Give me the bliss bars !!! Neg: Product

Tonight @JoeHashem and I do our Christmas elf duty! Happy @Starbucks Christmas Eve, @starbucksprtnrs. InDiff: Personal

Day made. @starbucks red cups are back http://t.co/oubEqMJi Pos: Product

SO HAPPY. @starbucks got their winter drinks! Gingerbread latte yum :) Pos: Product

Oh em gee. Hold on to your hats. @Starbucks has the Christmas Cups! @LauraRillos Pos: Product

All I want is a @Starbucks drink in a holiday cup!!! #InClassProblems Pos: Product

@TheTechDad: @verizon @starbucks: sorry I didn't stop to pick you up. I even had 2 pairs of gloves. InDiff: Charity

Holiday cups at @Starbucks!!! http://t.co/3ZGAydOx5 Pos: Product

@nittanycupcake: @Starbucks they cover Thanksgiving and Christmas! InDiff: Charity

Starting November off right with this gloomy LA weather &amp; a @Starbucks #redcup ❄️ Love it! http://t.co/DTwjgmadW Pos: Product

The staffers at the @Starbucks on Navajo/125 are fabulous. So friendly and cheerful. And the drinks are top-notch. #pumpkinspicelatteforever Pos: Staff

@bigdant @VespaUSA: @Starbucks sorry I didn't stop to pick you up. I even had 2 pairs of gloves. InDiff: N/A

@Dominos &amp; @Starbucks turn customer behaviour into consumer service http://t.co/yoHBlW #marketing InDiff: Staff

This is not an extra-hot.. @starbucks #whitegirlproblems Neg: Product

@meggan233: @Starbucks Christmas cups are out as of today! #redcupday Pos: Product

@NKlebe @starbucks that was mine #ass Pos: Charity

Thanks to all for good thoughts during Sandy. Things slowly getting back to normal. And thanks to @Verizon and @Starbucks for hotpots! Pos: Charity

Got my gingerbread latte today!!! -;) @starbucks http://t.co/ukx59kp Pos: Product

@Starbucks: is tomorrow the day gingerbread lattes arrive in stores in the uk?? #xYZ_zxYZ_zxYZ_zxYZ_zxYZ_zxYZ_zxY... Pos: Product

New red #holiday cups are out at @Starbucks! &lt;3 Makes me smile :) http://t.co/WXR6IC6q Pos: Product

@Starbucks Christmas cups come out AND @Nordstrom's sale begins today? #caffeinatedshopping InDiff: Product

My Instagram feed is full of @Starbucks holiday cups! Makes me want one! #holycupsarehere Pos: Product
Today is brought to you by @Starbucks and @Nature_Valley.

http://t.co/OxF1djCx

And hellaoooo @starbucks birthday cupcake. Welcome back. #starbucks #coffee http://t.co/Vpgz5rW5

@bregel @starbucks Gross Drew! Stay off that stuff man, it'll kill ya

Again...why is there no #HarryPotter in my @Starbucks cup?? I love him! He is adorable!! #HarryPotter

@starbucks how long do I have left to enjoy glorious #pumpkin spice lattes before they are done for the season???

Used my free @starbucks birthday drink for a latte in a glorious Christmas cup! http://t.co/DJH6mUSG

@bigdant @VespaUSA @starbucks how could I not know it was you? @starbucks...you better invest in spell check label makers. http://t.co/RIFKGLe9

@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.

@starbucks thank you for your free wifi, contacted worried friends & family in Australia when my hotel lost power. #Sandy

Christmas cups @Starbucks! #mostwonderfultimeoftheyear

News channels now reporting the rise in New Yorkers' morale directly due to @Starbucks holiday cups.

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

@starbucks cannot thank you enough for giving people happiness on the east coast with the red cups! #holidays2012

I'm about to walk all the way to @Starbucks just for a christmas cup...not lying.

I voted for Eggnog Latte as my top @Starbucks Christmas Red Cup #VoteEggnog #RedCupsAreComing http://t.co/IEEMVJDL

@starbucks omg it IS time for eggnog lattes. yes. http://t.co/V6bJvwVR

@BL11Hannah @Starbucks yay, omg are the Christmas cups out?!! Can't wait!! :) They seem to make everything just a tad brighter! :) All you'd eat is @Starbucks? "No, I'd eat celery!!!" @ErinLeigh19 #gradschool #ftw

@starbucks has their holiday cups!!! Makes me feel so cozy and happy

@starbucks i want a follow from you guys! Love ur drinks and beverages!

According to @Starbucks, it's time for the holidays! http://t.co/EaEKqQC7

I think @starbucks answered me... No it is not too early for Christmas stuff http://t.co/bQagw5Xv

Who Likes Pumpkin Spice Coffee from @Starbucks? #CenaActive

@BL11Hannah @Starbucks too early for the red cups????!! i luv u starsbucks, but halloween was just yesterday!

@DanaBrunetti Gotta love @Starbucks for making it right! Did you give them some suggestions for better "hold music"??

@nicolemmoll excited about @starbucks holiday red cups! http://t.co/zN6CLtcl

@starbucks skinny peppermint mocha. ☺ http://t.co/x0leMxpW

Caffeine boost, stat! (at @starbucks) â€ “ http://t.co/YkR2i7Z8

The peppermint mocha is baaaaack!! My favoritee:) probs better than pumpkin spice in my mind @Starbucks

Red cups at @Starbucks!!! My favorite season is getting closer...
@BL11Hannah @Starbucks what drink do you order?? Do you use sweetner?

about to be lectured by my boss in 15... meanwhile, at @Starbucks

@Starbucks the #November 1 and already Christmas holiday lattes. this makes my #remembranceday

Coffee and oat fudge cake. Pairs sooth the busy business day. Like the @Starbucks pumpkin here too. (@ Starbucks) http://t.co/uAewjJjq

My @starbucks eggnog late went from way too sweet to gross mouth syrup in just a few inches. #stilldrankit

Photo: Bye Halloween!!! Till next time! Say hello to the holidays!!! Time for @starbucks holiday cups http://t.co/y3C1QbicA

It's that time of the year again! #RedCups @starbucks #christmas il* http://t.co/3FGM4O9

awe nerds! the @starbucks Christmas cups came out today!# not a fan.

One of my goals today is to do whatever it takes to get a @starbucks #holidaycup

Yay! First #RedCup of 2012 @starbucks http://t.co/XxX2hb0

@starbucks new alone il" http://t.co/7MKPG5

My store (at @starbucks) [pic] d" http://t.co/4OyAKVY

I went to @Starbucks today and they didn't give me a red cup. November hasn't officially started for me yet

Quite literally just skipped and ballerina twisted up to the @Starbucks counter in the mall. They liked it.

@lovenbd @starbucks of course love!! Best day!!!

@Starbucks holiday cups are emerging! #theshappy

Photo: Bye Halloween!!! Till next time! Say hello to the holidays!!! Time for @Starbucks holiday cups http://t.co/y3C1QbicA

Its that time of the tear again! #RedCups @starbucks #christmas ☕ http://t.co/JrFGM4O9

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@lovenbd @starbucks of course love!! Best day!!!

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 $Y$$

@TarynSzarek esepcially the red cups at @starbucks !!!!!

@Starbucks holiday cups are emerging! #theshappy

The red cups are back at @starbucks - and we all know what that means! #Fall

Holiday flavors came out today $Y$ilw @Starbucks

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 #holidaycupsareback !! http://t.co/ynYXHlGi

@starbucksseptms @starbucks headnoglate themostwonderfultimeoftheyear $Y$$\circlearrowleft$$, InDiff Product

Today is the greatest day of the year. #HUBB starts today AND red cups are back @Starbucks!

@valmartinez @joann_villegas @starbucks I know I saw a girl with one at school. Love those freecups

OMG...I forgot that @Starbucks holiday cups come today!!!!!!!! #holidays

The holiday cups @Starbucks made me smile from ear to ear $Y$". It's the only thing getting me through. #holidays2012

The red holiday @starbucks cups are making a debut soon now that Halloween is finally over! SO much excitement!!!

@Jaimarie13 @starbucks could be useful especially if you don't have power due to a hurricane :)

Love when @Starbucks stops by. Mmmmm coffee. Thank you! http://t.co/SNo950ei

Bought 4 @KINDSnacks bars at @Starbucks today and didn't notice that this one was half eaten (still sealed) #QCfake http://t.co/6fQMj4L

TY @Starbucks great cup of pressed blonde coffee to get the day going...

Loving the #gingerbread #latte @Starbucks

Just saw @thehanhbachkket walking with a smile outside of @Starbucks. Way cute in person, nice goin Kendra!

Fuck @starbucks, coffee wasn't meant to be enjoyed. It was made to get you off your ass so you can turn wrenches.

Red cups at @starbucks! Happy Winter! http://t.co/FGFVvo1

PEPPERMINT MOCHA #purehappiness @Starbucks

@meghan_wade @starbucks I love #redcups but don't you think nov 12 would b a more appropriate release day? #remembranceday #nov11 #remember

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@starbucks do you have the eggnog lattes in Canada yet?

Red cups are back?? I guess I'll be at my local @Starbucks almost daily

Loving the michael buble playing @Starbucks right now...

Thank god for #redbank, fulfilling my @Starbucks needs !!!
@jarjornot don't cry!!!! @starbucks loves everyone ðŸ‘‘
currently surviving on @4everBrandy's #Twillaven, my @Belstaff jacket, and @starbucks bathrooms/heat/water/wifi. #handy #myic
@traciebe @starbucks Sounds like you need them. Have a good day!
Clever/Hilarious #customerservice at @starbucks: http://t.co/infD2VI7 Key takeaways: personalization & "customer is always first" mentality
@starbucks If Starbucks says it's Christmas time, it's CHRISTMAS TIME!!!!
I didn't tweet this earlier because of my work rage but holy god, @starbucks peppermint hot chocolate.
Peppermint Mocha now at @starbucks!! http://t.co/MRWWhbfD
@CUPSofDO @starbucks oh my lord sweet potato marshmallow latte sounds PHENOMENAL...
Thank you @starbucks holiday flavors are back today is 1 of my favorite days not because its™s @willsparkman™s, but my anniversary and because @starbucks red cups are out #GBC
#jwillloveyou
Love it when @starbucks sends a press release to @KIRO7Seattle ! LOVE coffee! Thanks shux! http://t.co/bRIAcC4U
@starbucks... With the red cups... #toosoon
@starbucks brings out #christmas cups today! That means #remebruler! #redcups #starbucks
@starbucks is trialling wireless mobile phone charging in its coffee shops. As if I needed another reason to go there. http://t.co/OtVioLx
Holiday season has begun @starbucks http://t.co/HkKw7ZoI
Christmas cups at @starbucks ! ðŸ‘‘ Pos
My favorite kind of @starbucks ✌️peppermintmocha #christmascups @ Wells Hall http://t.co/2Yzdb2k5
Having coffee with @timfmcvic @starbucks solving the worlds problems! Still not solved but boy are we having fun!!! http://t.co/nrOyBiqP
Red cups r back @starbucks makes me so excited http://t.co/ID2pM0iY
@starbucks, thank you for your wifi and caffeine :) cry!!!!! @starbucks loves everyone ðŸ‘‘
#redcupday at @starbucks! Trying to muster enough strength to get out of bed and get a red cup. Stupid fever :-(
#redcups @starbucks http://t.co/QHWqFOG5
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Holiday season has begun @starbucks http://t.co/HkKw7ZoI
Christmas cups at @starbucks ! ðŸ‘‘ Pos
My favorite kind of @starbucks ✌️peppermintmocha #christmascups @ Wells Hall http://t.co/2Yzdb2k5
Having coffee with @timfmcvic @starbucks solving the worlds problems! Still not solved but boy are we having fun!!! http://t.co/nrOyBiqP
Red cups r back @starbucks makes me so excited Christmas! Had to get a gingerbread latte officially over pumpkin ðŸ‘‘ http://t.co/0YZ.ayVZ...
http://t.co/Woeh6CF8
Hooray! It's that time again! @starbucks #redcup http://t.co/1H9uQoLA
Pumpkin Spice Latte: Timothy's or Starbucks?! @Timothy's wins... Having @starbucks now and not as good! :( (-
Yeah red holiday cups at @starbucks :D http://t.co/ID2pM0YY
@starbucks Pos
My favorite time of year ðŸ‘‘ Pos
@bale4fifty @starbucks Glad I got something accomplished well today. #score
Hi @starbucks! What™s the best way to grind your beans? I just got a grinder with settings! #redcups #starbucks
@Thizel @starbucks miss you too! We need to have an AI reunion.
#toosoon
@starbucks christmas day! @starbucks brings out #christmass cups today! That means #cremebrulee! #redcups #starbucks
@starbucks... With the red cups...
Love it when @starbucks sends a press release to @KIRO7Seattle ! LOVE coffee! Thanks sbux! http://t.co/bRIAcC4U
@starbucks... With the red cups...
Christmas has come early! @starbucks #redcups #coffee #christmas http://t.co/9mOldWj9
Yay!!! Red cups at @starbucks http://t.co/VlaqgUdL.
Still alive but still without power or signal, came downtown, which has partial power, to a ... (at @starbucks) [pic] ðŸ‘– http://t.co/LzrwaB7hV
Best part of working at two hospitals! @starbucks in between. #holiholidays #holiholidays #holiholidays #holiholidays #holiholidays #holiholidays #holiholidays http://t.co/6Ajbh5ne
Who's down to go get some holiday coffee at @starbucks since its finally Christmas time?! #redcups
I can't believe it's already #redcupsday at @starbucks! Trying to muster enough strength to get out of bed and get a red cup. Stupid fever :-(
First taste of Christmas blend today. I'd almost forgotten what joy tasted like. #holiholidays #christmasblend #holiholidays #holiholidays ...
Decaf Skinny Cinnamon Dolce Latte. New fake Coffee fav. Also very holiday ready @Starbucks. http://t.co/3KlIydk

Christmas cap at @starbucks http://t.co/296Marv

Hubby-to-be just dropped off my favorite sip in that perfect red @Starbucks cup. Christmas time is here! #lovehim

Time for some serious caffeine. @starbucks here I come

November 1. I wonder if the #RedCup of cheer has arrived at my @Starbucks bringing warmth and happiness...

Eggnog Latte + Chai. #Winning @Starbucks

Holiday cups are back @Starbucks! #happygirl.

finally! @starbucks http://t.co/xLV665hg

Must be coming up to Christmas. @starbucks red cups are back! Oh, toffee nut latte, how I’ve missed you.:P http://t.co/gYbvZl

@Starbucks is lucky to have employees like this one that can make a difference in someone's day. http://t.co/qgqXfhy

@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

70 degrees in #coloradosprings today? Perfect day for release of the holiday cups @starbucks http://t.co/68n0FoHR

That awkward moment when you suddenly realize you are whistling along to the Indiana Jones soundtrack in @Starbucks #adventuresatstarbucks

@wvqueen1 @danabrunetti @starbucks it was perfection.

Pos N/A

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Just heard somebody order a Salted Carmel Hot Chocolate from @Starbucks #mindblown

@mandylynn28 @starbucks the contrast is what makes it amazing. ðŸ’š ðŸ’š I miss you Amanda!

@starbucks kcups, @stonyfield cream, @getunreal no.77 and Pinterest @perfect http://t.co/vUWjl9as

My favorite cups are back @Starbucks ðŸ’œ

My @iPhone @Starbucks app keeps crashing. Does yours? #tragic #firstworldproblems

@alexrcfischer @starbucks Wow, 6 shots!! That's impressive!

Gingerbread latte's AND holiday cups!?! @starbucks, you just made my day!!

Is it sad that the only reason I'm getting a chai tea latte is because I realized @Starbucks started using #holiday cups?

My favorite time of year! Why? Because @Starbucks is selling gingerbread lattes again! ðŸ’œ ðŸ’œ ðŸ’œ

@nicolovee @starbucks no I got one tho morning and got super excited!!

Frank is my favorite! This just got me excited. That and the @starbucks Christmas cups. @TorTonMcIntyre @EmmaMahoney @Jennifer_Coop

@starbucks its finally here!! #peppermintmocha

now all I need is @ServingStrong, @aayceesquared, and @jenniesco in a @Starbucks enjoying this drink with me! #christmas

@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

@MrsJ_Faller @starbucks is it a collectable?

Egg Nog latte from @Starbucks, obtained. Guess I have to give in to Christmas planning now.

@starbucks to go @Denver @Remo @LakeTahoe @Starbucks http://t.co/wTsRzK2u

Second one if the day...it's like that sometimes @starbucks http://t.co/CX3enDYk

Also, @Starbucks I am unimpressed and underwhelmed with this year's red cup.

@starbucks so is it time for eggnog lattes yet?!

@starbucks to go #Denver @Remo @LakeTahoe @starbucks http://t.co/wTsRzK2u

Spelled it right @starbucks :) http://t.co/sVMGnDz

@Thizel @starbucks I love the salted caramel mocha too, yummy!

It's officially the most wonderful time of the year! @Starbucks just told me so. http://t.co/wgHth77K

I love the @Starbucks Christmas cups ðŸ’œ ðŸ’œ ðŸ’œ...#christmas #christmaseve #christmas #christmastimeofyear

My throat is so sore today... Had to stop by @Starbucks and pick up some hot tea. The people there are so nice! #cheer

Thank You @Starbucks for cheering us up with the traditional holiday cup #starbucks http://t.co/qobZ5D

Two great things: @Starbucks Salted Caramel Hot Chocolate today and my free lunch from @Chopt. #realgood

Red cups :) @starbucks http://t.co/2818q1P9

@4veremblessed @starbucks The Christmas cup! ðŸ’œ ðŸ’œ ðŸ’œ http://t.co/FBZtKd

November 1- I am thankful for @Starbucks rewards for my free, non-fat, triple pumpkin spice latte

Christmas flavors are back at @Starbucks!!! I've missed u, Gingerbread Latte.

@sweaters, scarfs, @Starbucks, & snuggling ðŸ’œ ðŸ’œ ðŸ’œ ðŸ’œ ðŸ’œ ðŸ’œ ðŸ’œ...#itsthattimeofyear

We hear that @Starbucks, @Panera and @DunkinDonuts are being very kind by welcoming local residents to power up in their NYC and NJ...
SEATTLE’S SEAFARING SIREN

@starbucks Holiday Cups Are Back!!! 🎅Ṫ.histarbucks http://t.co/Uq6x8F

Christmas music is finally here! #merrychristmas http://t.co/mNJSz

@Starbucks PEPPERMINTMOCHAS

@Kelseykg @Starbucks Woo hoo! #LoveEggNog

@Starbucks please try and get my drink correctly. I paid for the syrup. Thank you!

@Starbucks love the cafe mocha too bad I'm broke most of the time

How do you drink your coffee? #Halloween @lo_dricks @Starbucks DIY #chillatte http://t.co/mk6GyWld

Hey @starbucks Could we get a Good Luck RT for the hundreds of thousands of folk participating in nanowrimo this year?

ONLY ONE MORE DAY UNTIL CHRISTMAS DRINKS COME OUT!!!! #unexcited #starbucksforever @starbucks

could someone please bring me a coffee from Starbucks. please and thank you. #sleepy

@Starbucks at Golden, CO, giving away peppermint mocha samples. @stephensimpson1 wud be pissed if he knew. #DeeLish http://t.co/BHiKm9C

I'll be going to @Starbucks today just to get my #redcup

A little mommy time with some yummy iced coffee @starbucks :) #starbucks #broomesupervisor #only4m6! It's official! Merry Christmas. #christmasblend is now on tap @Starbucks #enjoyingtheholidayspirit

I am all geared up for my @starbucks this evening. #coffee

And I wish @starbucks would bring back the Way I See It on these cups!

@Starbucks Coffee date w/ @growthringer @starbucks free #redcup #date #nofilter http://t.co/094Wgs3t

Don't miss @CNBCClosingBell today @MariaBartimers interviews @starbucks Chairman &amp; CEO at 4PET. How will Sandy impact his supply chain?

Contemplating going to @Starbucks today for the sole purpose of getting coffee in a red holiday cup. One of the best parts about winter :) Holiday cups have begun at @starbucks! #happyholidays

Gingerbread latte...this made my day @starbucks holidays 🎅Ṫ http://t.co/075CIR

Red @starbucks cup &gt; Red Solo Cup #businesswoman #classyovertrashy

Tis the season for @starbucks #redcups #gingerbreadlatte http://t.co/JF6SHHJ

Just donated to CUP fund. To fellow @starbucks partners dealing with #sandy we've got your back. Thinking of you in Canada. #broomesupervisor

@starbucks Are Thanksgiving and Christmas blends coming in k-cups like Anniversary?

Breakfast with my Mom! I want @starbucks ASAP. 🎅Ṫ

CONFIRMED: Red Holiday cups have arrived at @Starbucks. http://t.co/79qTTr

@starbucks Thanks for the free drink from your app...you dont mind that I ask for 5 shots of espresso do ya?? Sweet thanks!

Poll: What's the best coffee on campus... @starbucks, @GreenMtnCoffee or #BlackBearDining?

My @starbucks didn't have holiday cups today #firstworldproblems

@starbucks coffee @ Dar Al Awadhi http://t.co/PVEUClf

Well @starbucks wasted no time switching holidays. Christmas cups are back! #christmasblends coming in k-cups like Anniversary?

CHRISTMAS IN A CUP #HappyDay @starbucks http://t.co/mvXEnF8

@starbucks I don't know how to use my free b/dray drink reward! And it was on 10/07 :-(

@Starbucks I'm going to need one of those

@starbucks just released their Christmas cups today!! Too soon? I think not! http://t.co/0ler1wlc

@starbucks, just had the worst cheese cake ever first time in Merryhills branch I don't think I will go back service was good though!

Flipboard and first #peppermintmocha of the season. @starbucks win on my last morning on home turf. http://t.co/itlXajlk

Need to get @starbucks. It's red cup season! #finally #jumpforjoy

Stoked to see that my other favorite type of red cup is making an appearance at @starbucks again #christmasblends

@starbucks Barista refused skinny pep. mocha b/c it's "only avail on Fri", but other barista gave skinny PM to another customer #badservice

Chilling at @Starbucks wit my sister, and Mike

Red cups are here! It's officially the holiday season! Wahhhhh! @starbucks @starbucks http://t.co/hsBP8X

http://t.co/ojLq8iT
Figure 2 – Tweets About Starbucks (11/2/12)

<table>
<thead>
<tr>
<th>status</th>
<th>Tweet Tone</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel hot chocolate @starbucks #decent #tastytoasty #whippedcream I “</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Oh no, I feel a winter @starbucks addiction coming on.</td>
<td>InDiff</td>
<td>Brand</td>
</tr>
<tr>
<td>Enjoying my first eggnoglatte from @starbucks totally made my day</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Holiday cups at @Starbucks! Chicka yaya! <a href="http://t.co/oqCNE4">http://t.co/oqCNE4</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>@Harry_Styles @starbucks Starbucks when THE Harry styles tweets you you gotta answer dudes! And yes it does... We in Malibu it does</td>
<td>InDiff</td>
<td>N/A</td>
</tr>
<tr>
<td>Can you get the Red cups at @Starbucks yet?</td>
<td>InDiff</td>
<td>Product</td>
</tr>
<tr>
<td>#FF ((Hugs&amp;kamp(Love))) @Starbucks</td>
<td>Pos</td>
<td>Brand</td>
</tr>
<tr>
<td>@Harry_Styles @Starbucks i don't think so. the red cups are the best.</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>@BritneyChizzy @Starbucks YAY!</td>
<td>Pos</td>
<td>N/A</td>
</tr>
<tr>
<td>@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.</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>The horror...the horror... @Starbucks (and apologies to Conrad) #xmasstartsindecember <a href="http://t.co/bYRbVt">http://t.co/bYRbVt</a></td>
<td>Neg</td>
<td>Brand</td>
</tr>
<tr>
<td>Beauty tip: hide the bags under your eyes with a @starbucks cup. <a href="http://t.co/3vdD0eis">http://t.co/3vdD0eis</a></td>
<td>InDiff</td>
<td>Personal</td>
</tr>
<tr>
<td>@Harry_Styles @Starbucks yes u can nr.styles</td>
<td>InDiff</td>
<td>Personal</td>
</tr>
<tr>
<td>@Harry_Styles @Starbucks yeah you can I think? It looks like you don't have anymore hands the way I see it <a href="http://t.co/2djwY9p">http://t.co/2djwY9p</a></td>
<td>InDiff</td>
<td>Personal</td>
</tr>
<tr>
<td>November: Poppies, moustaches, and @Starbucks seasonal drinks with red cups #November #Poppy #RemembranceDay #November #Starbucks #Canada</td>
<td>InDiff</td>
<td>Product</td>
</tr>
<tr>
<td>@Harry_Styles @Starbucks what's wrong with u wait I love those cups</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>When @veronicarupanic and I plan how many cats we shall have over @Starbucks #Yup #WereJustToCool #Meow</td>
<td>InDiff</td>
<td>Personal</td>
</tr>
<tr>
<td>I'm a picky barista bitch, but I really do love the @starbucks Cranberry Bliss Bar with some Joy Tea.</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Blonde roast from @starbucks brewing for my pre work drink. :)</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Peppermint mochas are back at @Starbucks ΔÝΔ• #christmas</td>
<td>InDiff</td>
<td>Product</td>
</tr>
<tr>
<td>Christmas time has officially begun! @starbucks <a href="http://t.co/TKJgNXH">http://t.co/TKJgNXH</a></td>
<td>Pos</td>
<td>Brand</td>
</tr>
<tr>
<td>@Harry_Styles @Starbucks in canada you can I don't know about anywhere else yet :* :*</td>
<td>InDiff</td>
<td>Product</td>
</tr>
<tr>
<td>It's officially the beginning of the holiday season. The @Starbucks red cup! <a href="http://t.co/GCrwodV1">http://t.co/GCrwodV1</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>@starbucks CEO endorsed #owsbamao. F U and youve lost my business u marxist pos fraud :)</td>
<td>Neg</td>
<td>Brand</td>
</tr>
<tr>
<td>Ohmygod - caramel brulee latte unfl @starbucks</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>christmas cups are back! @Starbucks yay</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>'Tis the season!! @starbucks #eggnog #eggnoglatte and #christmasblend worth going out for! <a href="http://t.co/J4i3XISO">http://t.co/J4i3XISO</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>Hey @Starbucks. Fuck you and your stupid language #all #grande #venti</td>
<td>Neg</td>
<td>Product</td>
</tr>
<tr>
<td>I'm @starbucks (18885 N Reems Rd Ste 105, Surprise) <a href="http://t.co/7LzXDGMM">http://t.co/7LzXDGMM</a> (+10pts)</td>
<td>InDiff</td>
<td>Staff</td>
</tr>
<tr>
<td>@MagicJamie @starbucks @rachael_haigh holy moly! That's waaay toooo soon to me!!</td>
<td>InDiff</td>
<td>N/A</td>
</tr>
<tr>
<td>I was Jamie today @Starbucks!!!! #lol <a href="http://t.co/35Ke7EA">http://t.co/35Ke7EA</a></td>
<td>InDiff</td>
<td>N/A</td>
</tr>
</tbody>
</table>
@Starbucks Peppermint mocha frappuccino 🍇️ http://t.co/NFvKQ8
InDiff  Product
Oh yeah! Eggnog latte! @Starbucks http://t.co/ha2JkJZU
Pos  Product
OMG, I just realized that @Starbucks is using #redcups already! #wheredoesthatetimego?
Pos  Product
@Starbucks are the red coffees cups out yet?
InDiff  Product
@Harry_Styles @Starbucks yet! and they’re absolutely beautiful!!!
Pos  Product
Office closed so I’ve been WFH, some colleagues w/o power working @Starbucks all week, but we’ve had a productive week. We are so resilient.
InDiff  Work
A Peppermint Mocha just tastes better in a @Starbucks Red Cup :) #holidays http://t.co/XppwEdbK
Pos  Product
running late for work...craving @Starbucks
InDiff  Work
@Starbucks @redcross @untedway #TextSupport DONE. Thanks SB for posting information how to text $10 to RC &amp; UW #HurricaneSandy #Charity.
Pos  Charity
I think my @Starbucks espresso is the reason why my day is so energetic :)
Pos  Product
Oh shit, I should’ve gone to Kabul, theirs is better. Said the lady leaving @Starbucks. @CafeKubal #ShopLocal
Neg  Brand
@Harry_Styles @starbucks I got a red cup today:D
Pos  Product
I voted for Gingerbread Latte as my top @Starbucks Christmas Red Cup #VoteGingerbread #RedCupsAreComing http://t.co/PA3JgmC8
InDiff  Product
@Harry_Styles @starbucks yess you can! P.s love the video for little things xxsxx
Pos  N/A
The one thing that always puts me in a good mood; my @starbucks iced coffee. Mmmmmmmmmm.
Pos  Product
@Starbucks holiday drinks are out! #SoYummy #WhitePeppermintMocha
Pos  Product
@tylerfishback @JohnExley @Starbucks haha  strait ball’n
InDiff  N/A
This particular @Starbucks is on my agenda next week! #coffeealove #redcup http://t.co/NotRINry
Pos  Product
@Harry_Styles @starbucks have you been hanging out with Eleanor lately?
InDiff  N/A
I’m soo excited! @Starbucks http://t.co/NotRINry
Pos  Product
Have you had your Gingerbread Latte from @starbucks yet? Mmmm, we have! Get em while they’re hot!
Pos  Product
@HouseOfAqua @Starbucks hope that gingerbread latte was as delicious as mine?!ๆ
Pos  Product
YuckRT @LiveWithLekia Ewww the @Starbucks in Bethesda, MD on Woodmount Ave has bugs all over their food. The manager said "it's just fruit f
Neg  Staff
Caramel Brûlée!!! I’m sooo excited! @Starbucks http://t.co/NotRINry
Pos  Product
4 of the last 7 pics on my Instagram feed have been of red & white Starbucks cups. @Starbucks sales must have doubled tod
Pos  Product
@TheRealKamie OMG sweetie you LOVE @Starbucks more than anyone in this world!!!
Pos  Brand
This guy walks into @Starbucks with Starbucks iPhone case and acts like he owns the place. #onlycoffeebad
InDiff  Personal
@Harry_Styles @starbucks Indeed they do harreh! :) http://t.co/d6yyMa68
InDiff  N/A
@Starbucks: @sara_mahoney Eeeeeeeeeeee :) hehe happy #redcup day! @Harry_Styles
Pos  Product
Yep, I was Ralphie finding his secret decoder (“b sure2drink ur ovaltine”) in the mail! #achristmasstory @Starbucks â
Neg  N/A
@Starbucks holiday drinks are out! #SoYummy #WhitePeppermintMocha
Pos  Product
Out with @Merry9Meth, @Starbucks and quick shopping trip
InDiff  Personal
Yay? Peppermint Mocha is back! @starbucks ôÝš®ôÝš®ôÝš®
Pos  Product
Just ordered my FREE salted caramel mocha @Starbucks with my gold card!! #extrashot #lovestarbucks #TGIF
Pos  Product
Being asked to watch Office closed so I’ve been WFH, some colleagues w/o power working @Starbucks all week, but we’ve had a productive week. We are so resilient.
InDiff  Personal
That’s me!! :D @Starbucks time! @StarbucksHolidayDrinks #PeppermintMochaFrapp #Addicted #Obsessed #Love @Ha http://t.co/9QElhttp://t.co/9QEl
Pos  Product
@ronanboyz4eva @starbucks @michaela_haigh - Feeling very festive indeed! Might even get the Christmas socks on in a bit!
InDiff  Personal
Does @Starbucks have an app for Windows Phone? I see their gold card program is going digital...
InDiff  Tech
I have love for . . @GeneralHospital . . @Starbucks @drpepper @DrOz @Charmed_Reunion
Pos  Brand
@starbucks Corp. to accelerate growth in 2013 | [Nation's Restaurant News http://t.co/4MQgfVoXy
Indiff  Brand
@Miss_Ambitious7 @harry_styles @starbucks I’d &haha! 124
I really want a PSL before work but I don't have a car. Ugh. #firstworldproblems @Starbucks

Someone bring me a double chocolate chip frappucino from @Starbucks k thanks

@Harry_Styles @starbucks they'll make em now, watch

@Harry_Styles @Starbucks I was expecting one the other day and the guy reached for it but then grabbed a white one. &gt;&lt; &lt;&gt; &lt;&gt; #rude

Thanks @medgee just ripped up my @Starbucks @StarbucksCanada card because of dropping free soymilk. You lost my $5 a day or $1500 a year.

@jason_early I'll need a coffee IV. I was spoiled last time with @OperationNICE and @christaglazeri magically appearing with @Starbucks

Me and @starbucks http://t.co/6YFaP39

Sisters trip - cheers from @starbucks! Our first red cup of the season @heidithomssen @sdhotwheels http://t.co/yKWTPM

Red cup time. The amount of joy I have. @starbucks how I love you http://t.co/5YzYAARx

RED CUPS ARE BACK AT @starbucks. DEAD.

Eggnog latte is delicious @starbucks

@Harry_Styles @Starbucks you can here in Birmingham! :D

@Harry_Styles @starbucks yes! Just got the email this morning that they are back!

My @starbucks is cold. #nycgrlproblems

You gotta love the holiday season when u work at @Starbucks! Holiday drinks launch TODAY!

Work work work @Starbucks

I love @Starbucks but some of the customer service sucks!! I was lucky they were cold drinks otherwise I would have gotten burned!

@Starbucks @PaneraBread @WholeFoods it's best places to get WiFi right now if you're working fr home http://t.co/Kh2xS1c #WorkingFromHome

@Starbucks do you still have the pumpkin spice latte ????

@Harry_Styles @starbucks some places do...

@Starbucks is there a way to provide coffee for Sandy 1st responders in NYC? I volunteer to help!

I love this #socialmedia idea #StarbucksRedCups Challenge @Starbucks! I am definitely gonna participate! http://t.co/EgGym1FZ #InstagramPics

@Starbucks needs some serious #GlutenFree options. Usually SB is so progressive. Why so behind this trend?

Buy me a @starbucks drink = Friendship Forever :) #jussaying #CaramelBrulee http://t.co/eN2TYr39

First red cup of the season! @starbucks @Harry_Styles @PaneraBread @WholeFoods it's the best places to get WiFi right now if you're working fr home http://t.co/Yv0zCp56

Mist the season for soy chai lattes @starbucks @newyork @stillstranded @hurricanesandy http://t.co/3EsECCW9

Ballot dropped off...check. New glasses picked up...check. Caramel Brulee Latte from @Starbucks...my day is off to a great start!

Need a coffee at 440 pm. @starbucks

@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.

The new lattes are at @Starbucks !! YES! #thehappiesttweetofalltweets #favoriteplaceonearth

@yesakmanning with the answer FTW! You're welcome, @harry_styles @starbucks

Food or @Starbucks ?

LOL @ how my sister bribes me with @Starbucks
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.

why is everyone happy about these @starbucks #redcups...? the coffee is STILL shit people!!!

Food or @Starbucks ?

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?

Omg. Christmas drinks at @Starbucks! Too early? Yes. Did I get one? Yes.

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/p4V1Puu
got my first red cup of the season from @Starbucks today. #joy
@healthytravel @JohnLorinc @Starbucks No, not Turkey Coffee? Turkey = sleepy and coffee = hyper. Sounds like #RedBull and vodka effect
Finally got my fix! @starbucks holidays http://t.co/Px7r4fHz
@MagicJamie: First Christmas @starbucks of the season...peppermint mocha! Mmmm! :D) http://t.co/diSW6Ahj4ready???:O
@Starbucks Harry styles follows u w0w so lucky
A day of shopping and @Starbucks holiday cups? That's what I call a good day! http://t.co/Qe9SRli3Q
@Harry_Styles @Starbucks when i went this morning they had them, but i live in the states so idk!
It's so weird seeing Christmas @starbucks cups in California.
@tomlinshutup @Harry_Styles @Starbucks whan that
@PghTasteBudB @JohnLorinc @Starbucks You're on to something. November can be Turkey month. It's own "special" thing. Gobble Gobble.
@CNICOLOVE @Starbucks Omg Catherine we're barely in November xD
@Harry_Styles @Starbucks RED SOLO CUP!! I FILL YOU UP
@Harry_Styles @Starbucks Yeah. The Christmas ones? I got coffee today before I went to go see my dad. c:
#TGIF! Can you believe @Starbucks has #holiday cups already??
Most important thing to go into my Husky Hunt bag. #Obsessed @starbucks @NUHuskyHunt http://t.co/ET20nI7E
First gingerbread latte of the season!! #AdiosPSL #RekindletheSeason @starbucks http://t.co/WQ5sempU
Economic patriotism: fuck @Starbucks Obama lovers? Look a family owned coffee shop with RomneyRyan2012 stickers. Small business knows!
Fall essentials. Thanks to @Starbucks mrajswoboda and God. #eggnoglatte #thegoodword http://t.co/q5cvZaHH
@CiLH1 My usual was Green Tea. I can make Tazo green tea at home. #Pennypinching and #Yougetnothing @Starbucks. But, I agree on the coffee.
Ahh the holiday drinks hath arrived. @starbucks
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.
@RedStateGirl76 @Romniac @Starbucks amen. all non-libtards need to #BoycottStarbucks
I really need something from @Starbucks to help with this cold...
@healthytravel @JohnLorinc I agree. Dear @Starbucks Time to debut that secret cranberry and stuffing flavored latte for #November
@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!
Christmas is back at starbucks. Yessss @Starbucks
The @Starbucks (http://t.co/L4uCoLe) @ @dtweetin (http://t.co/IgzkYGpY) can't pour into mine w/o throwing paper cup away. Enviro hypocrisy?
@Starbucks Canada here's to the new memories made with loved ones this holiday season! #RedCupChallenge http://t.co/xEvkturY
Tis the season for peppermint mocha! @Starbucks
@rwilks @siobhanaa @starbucks fancy that... Enjoy x x
Red cups, red aprons, holiday drinks. Its #Christmasmashup @ @Starbucks
@Starbucks delicious as coffees :) http://t.co/wBZjZjkK
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Red cups, red aprons, holiday drinks. Its #Christmasmashup @ @Starbucks
@Starbucks delicious as coffees :) http://t.co/wBZjZjkK
@Harry_Styles @Starbucks look its red! http://t.co/aLeeRqgt
@Harry_Styles @Starbucks Red SOLO CUP!! I FILL YOU UP
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@HealthyTravel @JohnLorinc @Starbucks No, not Turkey Coffee? Turkey = sleepy and coffee = hyper. Sounds like #RedBull and vodka effect
@MagicJamie: First Christmas @starbucks of the season...peppermint mocha! Mmmm! :D) http://t.co/diSW6Ahj4ready???:O
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A day of shopping and @Starbucks holiday cups? That's what I call a good day! http://t.co/Qe9SRli3Q
@Harry_Styles @Starbucks when i went this morning they had them, but i live in the states so idk!
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@PghTasteBudB @JohnLorinc @Starbucks You're on to something. November can be Turkey month. It's own "special" thing. Gobble Gobble.
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Red cups, red aprons, holiday drinks. Its #Christmasmashup @ @Starbucks
@Starbucks delicious as coffees :) http://t.co/wBZjZjkK
@Harry_Styles @Starbucks look its red! http://t.co/aLeeRqgt
@Harry_Styles @Starbucks eat! since yesterday?? :x
Already reached gold member status and my card hasn't arrived yet for weeks; what is this sorcery?? @starbucks
Walked into @starbucks today and it was already decorated for the #Christmas season...really?? We're not even past Remembrance Day yet...
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
Had my first peppermintmocha of the season in a holiday cup no less. This made me happy! @starbucks
@KimheartDdub Me too :) @Starbucks
YAYYYYYY HOLIDAY TIME IN @Starbucks! Can't wait til Christmas!
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? 💯 %a•

@AnneV @starbucks I love those red cups! Feels like Christmas is almost here!

@Shabanaa Oshhh just tried a @starbucks peppermint hot choc! VERY nice!!!

Last 2 hrs. of work @Starbucks. My day is made...they still have Pumpkin Spice Lattes.

₹overbrewed Brazil Peaberry Yellow Bourbon is absolutely fabulous! @starbucks @starbucksprtrns @holbearp http://t.co/7X8s6frBr

@Starbucks @iammahannasi it's my American duty!!! Even tho I'm technically English.

@Harry_Styles @starbucks I can get red cups at starbucks here in the USA land of the brave and the free

Before I visited @Starbucks 2 times today I had 21 stars &amp; all just vanished!! Whatif™s going on?? I was almost to gold! http://t.co/TAs051X

peppermint mocha latte is finally back @starbucks http://t.co/pcj4EDW

Props to the @PittsburgUSD250 BOE staff for the @Starbucks gift card! #MichLlove

I miss my @Starbucks hot white chocolate 🥰

This is me in the morning, as I watch @starbucks make my Toffee Nut latte. http://t.co/AZULDLI2

@starbucks Red cups &amp; a misspell 😉 at@starbucks /coffee /redcup /holidays /frappalatte /dirtychai http://t.co/ICPrKS

@Starbucks yea boycott and buy local at small coffee houses - they are sure to be conservative...

u have to try the eggnog latte from @Starbucks totally worth it!

@Starbucks thank you for letting hurricanesandy victims charge up their cell phones and laptops and themselves with a little espresso!

The cup on @Starbucks website has my name on it. They're clearing trying to reach me. I must go now. http://t.co/4H9s4BL

Gotta love when you get a venti for the price of a grande because they forgot your order ØŇ’Sâ• #thankstarbucks @starbucks

@HairTwoHeels @starbucks me too!!! 1/2 sweet lactose free creme brûlée !! You?!

Nuttin like a @Starbucks Hot White Chocolate 🥰

I recommend @Starbucks @StarbucksCanada officially put #Chai Nogâ€ on the menu as a holiday favorite #delicious #hainog #notcheog

Oh goodness...I love @starbucks pumpkin spice latte, but I had never had one as a frappuccino before. DANG it's yummy!!!

FINALLY getting my first @starbucks Christmas drink! It's going to be a good day!!

@Starbucks Please bring back your old rewards program with free soy milk! #LactoseIntolerant #UCLANMM

@JohnLorinc I'm pretty sure you and I frequent the same @Starbucks - and I'm right with you on the #xmasstartsindecember issue! :)

@Voodoopornstar @seymorebutts @georgiaspeach thank you for trying to get the word out. I use to hate @starbucks but only place charge up.

First #cranberryblissbar of the season and my fabulous red #xmas cups = #perfect afternoon. @starbucks

ALL THE HOLIDAY DRINKS are back at @starbucks !!!!! #carmelbreâ€ #happyday

LOOK evidence of @starbucks RED CUPS @Harry_Styles you excited yet?? http://t.co/BR9HUFyF

The Starbucks red cups are back!! That means it's officially the holidays right?? :) @starbucks

What??! I no longer get free flavor with my @starbucks card? Well, that sucks.

I go to @starbucks for their holiday drinks and get them iced...I friggin love cold drinks on a cold day #CoolerThanYou

Dear @starbucks, whilst I like your appeal for people to donate money to @redcross, maybe you could, ya know, donate your unpaid taxes..."

@xbridge23 makes fabulous frappachinos @starbucks

@starbucks #xmasstartsindecember. Please RT.

@AmberleaKB @starbucks got my first one today!

@Starbucks I've got an idea - why don't you donate your unpaid taxes?!!!

Couldn't wait to get my first red cup of the season! #gingerbreadlatte #yummy I love @starbucks http://t.co/3aYgbYA

Thank you @starbucks for getting me in the holiday spirit already #mostwonderfultimeoftheyear http://t.co/8Niwiwxi

@jcky_nguyen @starbucks we appreciate love and when our fans make us part of balanced diet :) Cheers.

Well, at least we know customers are reading about the new @starbucks machine. The venue is questionable however. http://t.co/OzZWLHp

@starbucks can you guys deliver a Pumpkin Spice Latte to my english class at Konia 102. Thanks d"x•

@starbucks I could really use a green tea lemonade right about now. #Cravings
SEATTLE’S SEAFARING SIREN

@JohnLorinc @Starbucks We're with you. Let's start a movement for an official December 1 kick-off for Christmas music, decorations etc.

@Katerintrew ooh... What if they made purple Advent cups? @Starbucks

World class education @phanns23 : Thirty Thursday and Great Punkin @Starbucks specials http://t.co/xOdIFy6y2

Enjoying an @starbucks cranberry white mocha with say and no whip @delish @starbucks @beapartner starbucks http://t.co/R1cCdzZ7

@AnneV @Starbucks Caramel Brulee Lattes are the best!

@CaramelBruleeLatte is back @Starbucks and I couldn't be happier! So good! http://t.co/uGXBjy1W

say it before and I'll say it again worcester really needs a @starbucks

When @Starbucks spells my name correctly >>>#icedblacktea http://t.co/HC1RkQfR

Could use a caramel latte right now @Starbucks

So glad holiday cups are back at @starbucks! Does this make it socially acceptable to start blasting Christmas songs throughout my house?

@Starbucks' Double Chocolate Chip Frappe continues to be the only coffee I can drink.

@Harry_Styles @starbucks I just stick to the classic Pike or gingerbread latte, venturing out with coffee or yegfood is always a fail

@Harry_Styles I Had @Starbucks twice today ups

@harry_styles @starbucks RED SOLO CUP! I'LL FILL YOU UP, LETS HAVE A PARTY!

Homework @Starbucks. Gonna get stuff done :)

Got a @Starbucks Red Cup in your hand at the moment? #SpreadTheCheer and tweet us a pic!

@JohnLorinc Good Question 4 @Starbucks & every other retail business that shifts into full-blown X-Mas mode right after Halloween. Why?

I thought the red cups were out today @starbucks ? Sad coz mine is white...

@starbucks has their christmas cups #isbeginningtofeelalotlikechristmas

would save so much money if i wasn't buying @starbucks everyday. addicted ...need to join a starbucks anonymous :P

@seniemomo @starbucks skinny peppermint mocha makes my day. I hear the gingerbread latte is amazing, though I've never tried it.

@Harry_Styles I live in Argentina and I never went to @Starbucks

@starbucks with some #redcup and eggnog latte magic. http://t.co/IAvD2B7h

@Starbucks and errands with my momma. Gotta love life's simplejoys

@Harry_Styles I love when you bring christmas out ðŸ˜“ ðŸ™‚

LOVING my red cup @Starbucks Christmas is in the air!!! #gingerbread #misto

@Starbucks cause you were the only one from South Texas that loved that muffin. Its all about blueberry muffin! :D

#GBL #REDCUPS #STARBUCKS #GODBLESSAMERICA http://t.co/tIMnS48RiB

I don't think anyone fully understands the joy I feel when my coffee comes in a red cup. #Starbucks @Starbucks #redcups

I don't think anyone fully understands the joy I feel when my coffee comes in a red cup. #Starbucks @Starbucks #redcups

My sanity in this hurricanesandy mess - steaming hot Via Coffee! Thank you @Starbucks http://t.co/tIB78oog

If @Starbucks sold headphones, the would make bank from me. I somehow manage to forget mine 99% of the time.
Only thing better than @Starbucks is free Starbucks...so handy with my rewards r right in my app and not having to wait on a postcard...

It's officially the holiday season, they have the peppermint mocha frappuccino at @Starbucks again. #tistheseason

Probably one of my favourite parts of the holiday season...reggnoglatte @Starbucks http://t.co/2Uc1GjAL

@AnneV @Starbucks I thought exactly the same thing yesterday haha

Had to see it. (at @Starbucks) [pic] &“http://t.co/BjXh2KyS

@ineloquentgirl I was Packer Claus @Starbucks for Halloween. Used "Go Pack Go" for "Ho Ho Ho." Wore a Reggie White jersey, pillow as belly

The @Starbucks Chairman comes out in support of @BarackObama & the bux makes a statement that the company is not affiliated w/ a candidate.

@Harry_Styles @Starbucks You can get me :D :*

@AnneV @Starbucks possible :(

Cannot wait to go to @starbucks!! #christmasflavors #redcup #YES

First Christmas drinks yesterday with @cottsparkles @Starbucks #redcups #christmas xx

@Starbucks red cups are back.... #XmasVibes ⛄

@lilbumbleyliz @starbucks yes. i double checked the US site before showing you!!

I want all of these right now! @starbucks #christmasblend

@Starbucks love the #eggnog latte #redcup

@Starbucks @Starbucks @Starbucks #holiday #redcup #Starbucks holiday #Starbucks red cups #Starbucks redcups

Let the joy begin!! @starbucks 6ym #holidaytimeofyear #latte #frappuccino #mocha #coffee #peppermint http://t.co/dZLXZX7FE

The baristas at @starbucks celebrating with me the return of the #holiday cups!! #mocha #frapp http://t.co/VO5674H

@Starbucks its the season! #StarbucksRed Cups #theyareback #love http://t.co/DQaRm32K

The day is not complete till I have my Venti Iced Green Tea from @Starbucks @Corky_xorDuh

I want all year for this!! @starbucks #christmasblend http://t.co/q9i6MoH8

@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

@Starbucks thank god for Starbucks.... Got me through a 4.00am start

Excited about the red @Starbucks cups and I don't even drink coffee.

My old @Starbucks has its own Twitter! @Starbucks7970

Why only be thankful on Thursday? Today I'm thankful for the Caramel Brulée Latte I'm about to pick up from @Starbucks on my drive home.

@unrehearsed @starbucks OMG!!!! PLEASE tell me the US Starbucks are getting these????

This afternoon's productivity sponsored by @starbucks.

@Walmart i will def enjoy them @Starbucks is my <3

This is why I love working for @starbucks. http://t.co/122f9bIR

@Starbucks thanks for keeping me warm this cold night in London :)

Cranberry Bliss Bar!!1!! @starbucks @ericpattara

<table>
<thead>
<tr>
<th>Sentiment</th>
<th>Text</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pos</td>
<td>It's officially the holiday season, they have the peppermint mocha frappuccino at @Starbucks again.</td>
<td>Product</td>
</tr>
<tr>
<td>Pos</td>
<td>The baristas at @starbucks celebrating with me the return of the #holiday cups!!</td>
<td>Product</td>
</tr>
<tr>
<td>Neg</td>
<td>Why do ur cafes have to shift into full Xmas mode the minute Halloween ends? There are still leaves on the tree!</td>
<td>Brand</td>
</tr>
<tr>
<td>Pos</td>
<td>Aww, yea - drinks is out of my @Starbucks holiday cup feelInFestive</td>
<td>Product</td>
</tr>
<tr>
<td>Pos</td>
<td>The Starbucks red cups are back!! That means it's officially the holidays right?? 😊 @Starbucks</td>
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<td>The Starbucks Chairman comes out in support of @BarackObama &amp; the bux makes a statement that the company is not affiliated w/ a candidate.</td>
<td>Brand</td>
</tr>
</tbody>
</table>
First @Starbucks #toffeenutlatte 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. #teamthebroad  Pos Product
Christmas time at @starbucks âœ Ź, http://t.co/WK1UmV1  InDiff Brand
@semitzank 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
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
Mocha Cookies Frappuchino 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
Spoke to a manager &amp; 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 Noo!! 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
Just because the 6'5'' scruffy dude to scream out "CRANBERRY BLISS BARS!!?" In @StarbucksCanada @Starbucks #yeg #sigh  Pos Product
@starbucks see you tonight :)  Pos Brand
Um I could really use some @starbucks right now. #theyshoulddeliver  InDiff Brand
@RobberGlobal @starbucks holiday cups are pretty awesome cups. Makes me happy! It's more get ready for winter ! http://t.co/hLarnIn  Pos Product
Holiday cups at @Starbucks http://t.co/oAVwVHNa  Pos Personal
I want the red cups from @Starbucks  InDiff Product
@Tebow815 @Starbucks yeah bro my favorite. Might go get some coffee from there now actually.  Pos Brand
@RobberGlobal In Burlington, they still have them playing full blast. I think Dec 1st is appropriate. But then @starbucks has there cups!  InDiff Product
Got my first @Starbucks caramel brûlée latte of the season Â”I'm a very happy girl!  Pos Product
@Starbucks has its holiday cups!!!  Pos Product
@Starbucks coffee http://t.co/EQ2WWFQd  Pos Product
BFE (at @starbucks) â”° http://t.co/VKYGHJM  InDiff Staff
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
Today I am #thankful for @Starbucks and their holiday lattes aka #ChristmasInACup  Pos Product
It's the most wonderful time of the year... :D http://t.co/vukqFFu  Pos Product
Enjoying a cup of @fairtradecanada @starbucks #coffee @UBC today! Yum :)  Pos Product
I am really thinking critically about how knowing so much Heidegger and some symbolic logic is going to help me own a Starbucks. InDiff N/A

I want the free cup! #starbucks @starbucks http://t.co/EbWLWtrf InDiff Pos Product

Holiday season must be near! @Starbucks red cups are here! http://t.co/xF9ak4oY Pos Product

My favorite time of the year 评分: 3.5/5.0 ⭐️ Starbucks holiday cups: peppermintmocha http://t.co/gxAb8Ifm Pos Product

@Hellojunjimmy I feel so left out of this @starbucks winter cup craze 评分: 3.5/5.0 ⭐️ Pos Product

@Starbucks Christmas drinks (- 9/4/13) @HaleyHasenstein http://t.co/FHxHBUKY Pos Product

Afternoon break downtown enjoying a tenaent passion fruit tea + lemonade blend from @starbucks 评分: 3.5/5.0 ⭐️ @starbucks http://t.co/co4KJESu Pos Product

Got my peppermint mocha @starbucks - no red cup though (- @ Starbucks http://t.co/oNyAI2Z7 Neg Product

@JohnLorinc @Starbucks Shoppers Drug Mari is stopping the Christmas music (see my RT just now).

It's CHRISTMAS! @Starbucks! #DeskTheHalls #MayKindAlovel Indiff N/A

@Starbucks hello Starbucks:) FOLLOW ME PLEASE:) InDiff N/A

I usually try to buy generic stuff when I can, but I will always splurge on coffee @starbucks #irreplaceable Pos Product

Yep, I am that mom... Wearing heels, car seat in one hand, @Starbucks in the other. Indiff Personal

Peppermint mocha from @starbucks ... The holidays have begun... @ Starbucks http://t.co/LWa1e1bK Pos Product

@YetAnotherSusan @Starbucks @mschick74 oh, I'll be trying the nog... Loveit! (Rum optional?) Pos Product

@Starbucks Follow me?: you're so yummyn Pos N/A

Time to go hangout @Starbucks @HuntingtonBeach Indiff Personal

Update: Gingerbread late is back at @Starbucks. Indiff Product

Venti peppermint mocha with extra espresso shot... I do not mind if I do @Starbucks... I do not mind if I do. Pos Product

A non-country singer should sing a song called "Red Holiday Cup." @Starbucks Indiff Product

Having my first gingerbread late of fall and its amazing! @Starbucks Pos Product

Thank you @starbucks for the free Pumpkin Spice Latte! Made this beautiful fall day even better! 评分: 3.5/5.0 ⭐️ Pos Product

Studying @starbucks this afternoon...mostly because they broke out the Christmas cups this week. Indiff Work

Also enjoying these new @starbucks red cups. A great way to enjoy cinnamon dolce late, aka liquid candy.

@Starbucks @RedCross @UnitedWay Post anonymous #feelings about #hurricane #sandy here: http://t.co/Gb12dYKz #sad #grief #hurricanesandy Indiff Charity

gingerbread lattes are back @ starbucks #mybodyisready Indiff Product

I'm officially a @Starbucks #gold member! http://t.co/VV3x17h Indiff Personal

@JohnLorinc @Starbucks That would be a Christmas miracle! Indiff N/A

@Starbucks for a 10 dollar hangover cure Indiff Brand

It's the most wonderful time of the year! @Starbucks holiday cups are back! #happiestseasonfall Pos Product

Hey, @starbucks. Is this your recipe for a chai latte w/ 2 shots? Espresso, then straight hot water, then steamed milk? That why it's so bad? Indiff Product

I'm here @starbucks, enjoying my coffee. And this dude stoned outta his mind is going nuts next to me. WTH http://t.co/wy1vZzU5 Pos Product

@Harry_Styles @starbucks YES!!!! I love those red cups, so Christmasy ha ha Pos Product

I would not want to be in charge of @starbucks social media accounts today. Someone give those poor souls raises.

Anyone who desperately wishes @starbucks wd hold the Xmas cheer until December, please RT. And yes, I mean all you ppl w/ laptops! #mcremo Neg Brand

@carriebohl @starbucks my sentiments exactly. In fact I just sat down with a holiday cup of my own. Pos Product

I want my @Starbucks Red Cup like SOON! Pos Product

@HelloCatrine @BreitbartNews @starbucks They are also anti-Military Neg Brand

@Megger07 @starbucks if only the red cups made up for this horse sh*t Xmas blend #givemeitalian Neg Product

@JRivera329 Looks like we both like @starbucks as well! Pos Brand

Lefty Starbucks CEO Endorses Obama http://t.co/IgsoM0uua via @BreitbartNews #ByebyeStarbucks @Starbucks Indiff Brand

YAY! @Walmart has @starbucks coffee/ mug sets for Christmas. got myself 2 sets :) Pos Product

@WiggleTheDog @starbucks Wiggle, tell her to try to find a 'London Fog', a delicious hot drink popular in Vancouver, and probably Seattle! Pos Product
SEATTLE’S SEAFARING SIREN

The long wait is over! @Starbucks #christmas #blend is back!! #rekindlethejoy

@MakennahMathews ... and the #RedCup is at @Starbucks AND lights are up in Lebanon!

The only problem I have is not being able to decide. #thanksgivingblend #egg noglatte @starbucks #firstworldproblems http://t.co/YcDEAQG

@Harry_Styles @starbucks I don't think so.... Haven't seen a rad cup for Starbucks...?

Hey @Starbucks ... Where's my gold card???? It's been 2 months since I earned it. :( My lunch time faved cheeseburger @starbucks @mcdonalds #me #hot almost #summer #lonely #Yummy #Yum #mama http://t.co/EXxOvDSq

#rekindletheseason @starbucks #caramelbrulee is back!!!! & h/3 So excited! ^_^ http://t.co/PKNTvLI

After waiting 10 months I'm having my first Carmel Brûlée of the season from @Starbucks!

I don't want to leave my prime setup by an electrical outlet in @Starbucks but I can't keep fake sipping on this empty cup. #sandy

Tis the season to get coffee! i love @Starbucks season cups ♥

@starbucks your stir sticks are hair accessories :) #starbucks # coffee http://t.co/kMv3DHIB

@MissLauraWalton Haha sounds cool - you've got to love the festive beverages at @Starbucks! :)

Just ordered a skinny peppermint mocha from @starbucks. Let the holidays begin!

Redcup redcup redcup!!! Eeeeeee!!!!!!! I love @Starbucks christmas!!!!!!!!!

@Harry_Styles @Starbucks yes bbzi can make you your fav drink :*

Oh gee! I have 3 earned reward(s) available to redeem on my @Starbucks gold card! I had no idea! #surprise #excited

@Starbucks @redcross @unitedway Very Very nice of Starbucks to do this. They are always at the top to help.

Today I am thankful for Carmel Brûlée lattes. Cuz I heart you so much! @Starbucks #Thankful

To early for Starbucks Christmas hot cups? They should make a holiday cold cup too! Come on @Starbucks pretty please.

@Starbucks do u have list of stores that are open in hurricane hit areas? Don't want to waste gas on wild goose chase, phones not working.

@Starbucks i love you x x x

did you not "make a profit" because your coffee is shit, or because your morals are even worse? #starbucks http://t.co/hV83b4C

Haha people are going bananas over @Starbucks Facebook page...

@Jull_fan @deann16 @Starbucks I LOVE IT! I bought Charles a coffee roaster last Christmas! He hasn't quite gotten the hang of it... LOL!

@Starbucks are you guys not gonna answer Harry's question about the red cups? How rude he gave you all those followers

I went a dollar tip at @Starbucks , fuck I'm the nicest guy out there.

I want @starbucks to follow me!

@Starbucks you can just scan your phone instead of gift cards. Pretty cool

@starbucks. Did you not "make a profit" because your coffee is shit, or because your morals are even worse? #starbucks http://t.co/HV83b4C

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@wendyck @Starbucks The one by the Grove Street PATH station is open and has wifi.

Got this Starbucks barcelona tumblr #memories. #fonthemorningcuppa @Starbucks http://t.co/3GNOJoZg

@cherylmill24 @deann16 @Starbucks yes we are coffee snobs but I do love Starbucks Veranda.

@1linediary only @starbucks makes it official!

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@cherylmill24 @deann16 @Starbucks yes we are coffee snobs but I do love Starbucks Veranda.

@1linediary only @starbucks makes it official!

@starbucks holiday cups are back! Yay! My coffee order is simple White Chocolate Caramel Mocha. Yumm! @starbucks http://t.co/Xct5PXDG

Have a @Starbucks oatmeal soon, per request of Fairy Sutherland, because it is delicious. #Manaknows

So THIS @Starbucks has egg nog! Tried an egg nog mocha.....super tasty! ( @ Starbucks w/ @mschick74) http://t.co/E2ICJBC
Figure 3 – Tweets About Starbucks (11/3/12)

<table>
<thead>
<tr>
<th>status</th>
<th>Tweet</th>
<th>Tone</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>@kmshaff</td>
<td>way too early for red cups @Starbucks. Is this more desperation from a declining brand?</td>
<td>Neg</td>
<td>Brand</td>
</tr>
<tr>
<td>#gratitude3 Day 3: Nature- Thankful for the milk and water which help create our favorite @Starbucks holiday drink!</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Sorry @starbucks I'm cheating on you today (＾４＾). Pumpkin spiced latte just wanted to try theirs out. [pic]:</td>
<td>InDiff</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>I wish @Starbucks delivered.</td>
<td>InDiff</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>Who needs a calendar when @Starbucks and @lofthouse cookies keep one abreast on the time of year.</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Ok @Starbucks, it's November 3rd. Put away the #Christmas cups.</td>
<td>Neg</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Jacket. Check. Boots. Check. @Starbucks' pumpkin spice latte, check. Cluster leaf necklace, check. Fall's here to stay!</td>
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<td>Product</td>
<td></td>
</tr>
<tr>
<td>She treat me right @starbucks <a href="http://t.co/QKw7Qzos">http://t.co/QKw7Qzos</a></td>
<td>Pos</td>
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<td></td>
</tr>
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<td>Who doesn’t love @starbucks 😄 &lt;3 Ø¥¬Ø¬¬Ø¬¬ <a href="http://t.co/os73BqJUi">http://t.co/os73BqJUi</a></td>
<td>Pos</td>
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<tr>
<td>Anderson: Why are we back @Starbucks? Me: Your mom wants a drink. Him: Let me guess. A pumpkin spice latte?</td>
<td>InDiff</td>
<td>Product</td>
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<td>I'm just pretending to be realllllly interested in my passion fruit tea lemonade. Thanks @Starbucks!</td>
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<td></td>
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<tr>
<td>Thanks so much @starbucks love the new peppermint 😎 its YUMMY Ø¥¬Ø¬¬Ø¬¬Ø¬--- <a href="http://t.co/fjZIBQXb">http://t.co/fjZIBQXb</a></td>
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<td>Mar those Cafe Mocha's from @Starbucks are like Liquid Sex though</td>
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<td>@Starbucks Will this be the year we finally see Christmas Blend K-Cups? #PleaseAndThankYou</td>
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<tr>
<td>@Starbucks So many stars they exhibit Brownian Motion. Free drinks for life? @starbucksrewards #liketaleo <a href="http://t.co/qJ3MPYk">http://t.co/qJ3MPYk</a></td>
<td>InDiff</td>
<td>Brand</td>
<td></td>
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<td>@Harry_Styles @Starbucks Yup :) It's Christmas time! Love the holiday season</td>
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</tr>
<tr>
<td>With my best friend Kate we'll go to the city of Prague to @Starbucks tomorrow! Can't wait! :) and maybe do some photos (;</td>
<td>Pos</td>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>I really want to try the @Starbucks Verismo, but my local 'bucks is just way too busy.</td>
<td>InDiff</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Analyzing people's gait in @Starbucks while my phone charges #AthleticTrainerProblems @NATA1950 #nopower ugh</td>
<td>InDiff</td>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>Nothing like a nice gingerbread latte @Starbucks</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>I can't go a day without @Starbucks</td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>Thank you, @Starbucks, for making my winter complete with a skinny peppermint mocha.</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Drove past work, not paying attention and missed my turn. Not usual so I ended up @Starbucks having a quick lime refresher</td>
<td>InDiff</td>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>@natskii3 @Starbucks that happens to me occasionally. It's usually a glitch and they come back on their own</td>
<td>InDiff</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>@Starbucks, creating jobs for the USA! Showing our support @Starbucks, Me, SM #Chase &amp; stephani @ Starbucks <a href="http://t.co/6bTioSgH">http://t.co/6bTioSgH</a></td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>@Starbucks No more Starbucks for my family and myself!</td>
<td>Neg</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>@SanSkinnyLeans 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</td>
<td>InDiff</td>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>@BeatriceSmart @cowpunkmom 1 passionately dislike @starbucks</td>
<td>Neg</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>This weather is too perfect for @j_milaa and I to be stuck at @Starbucks writing a paper</td>
<td>InDiff</td>
<td>Work</td>
<td></td>
</tr>
<tr>
<td>(free) Venti SkVL in a holiday cup for this late afternoon study sess. I am in love with @Starbucks, #sorrynotsorry</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Holiday drinks @starbucks #whip-creamy-yummy <a href="http://t.co/QhMkl6Y6">http://t.co/QhMkl6Y6</a></td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>All the stars that I've earned in the past 2 months on my @Starbucks card have vanished this morning. WTF.</td>
<td>Neg</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>Still so excited about the @starbucks christmas menu being back. second time having Starbucks in 24 hours #noregrets</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Rekindle the Season! @starbucks <a href="http://t.co/8BUPSTwe">http://t.co/8BUPSTwe</a></td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>Too early in the season for a #peppermint #mocha @Starbucks ?</td>
<td>InDiff</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>A perfect fall Saturday with @gpdiddy94 just got even better... #Starbucks #warmfuzzy</td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>@Starbucks so upset you changed the banana loaf recipe!! Goodbye best snack ever, the new one is awful!</td>
<td>Neg</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>@Starbucks peppermint mocha &gt; lyum</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
</tbody>
</table>
Cold weather = @Starbucks crazy full o.O

The holidays are coming!! @Starbucks please bring out your signature hot chocolate :) x http://t.co/0XuAG2da

Pos Product

One more drink til gold card!!! @Starbucks @starbucksamanda

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/YuaPO6b

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, naaaaaoo way.

Indiff Product

Finally, red cups twitternatech @Starbucks @morganeccarter @ Starbucks http://t.co/Jbhn7yl

Indiff Product

@StylistSaraMN Thx for a great day in Hopkins! #stelladotstyle &amp; for the @Starbucks Pumpkin spice latte! Xoxo

Pos Product

One more drink til gold card!!! @Starbucks @starbuckscanada

Pos Product

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

Was gonna get a pumpkin spice Frappuccino but decided to get a Caramel instead. Lol I love @Starbucks! ^_^

Pos Product

Peppermint hot chocolate @starbucks, naaaaaoo way.

Indiff Product

Me time. (at @Starbucks) [pic] â€” http://t.co/wHCb6Csf

Indiff Personal

Delicious! @starbucks http://t.co/CxTvbHFC

Pos Product

Try to start delivering @starbucks i beg you!

Indiff Brand

Yeay! The new cups! @starbucks #pumpkinspice #starbucks http://t.co/QeIWsAoQ

Pos Product

Oh Starbucks, your redcups always give me Christmas fever #christmas #redcups @starbucks http://t.co/np18CV2N

Pos Product

Spoiled on @starbucks today == uber-caffinated == OMGWHEEEEEEEEEEEE! #runaround #heehee #omgomgomg #coffee #caffeine

Pos Brand

...and @starbucksprtnrs 100% ready for holiday @Starbucks. @ChrisPoh http://t.co/dxjJotjX

InDiff Brand

OMG thought the lady @starbucks called my baby aggressive. Nope. Expressive. That's ok then. ;)

InDiff Personal

It's @starbucks red cup season! #peppermintmocha #happiest http://t.co/9Jrn6gMv

Pos Product

Stop instagramming @starbucks holiday cups. Nobody cares!

Indiff Personal

I love when they have red cups at Starbucks. CHRISTMAS TIME @Starbucks

Pos Product

OMG the lady @starbucks called my baby aggressive. Nope. Expressive. That's ok then. ;)

InDiff Personal

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

Wish the @starbucks #redcups Cup magic app worked this year. ðŸ˜ž

Neg Tech

The red cups are back @starbucks! #wintertime #happiesttimeoftheyear http://t.co/BhjBCOfvD

Pos Product

Wish the @starbucks #redcups Cup magic app worked this year. ðŸ˜ž

Neg Tech

Thanks to @Starbucks repetitiveness of playing Louis Prima, from San Francisco to L.A. shops, I now hate Louis Prima!

Neg Staff

I LOVE WHEN THEY HAVE RED CUPS AT STARBUCKS. CHRISTMAS TIME @Starbucks

Pos Product

I love when they have red cups at @Starbucks! #christmas #redcups @starbucks http://t.co/np18CV2N

Pos Product
I've been having strange cravings for @Starbucks hot chocolate lately.

This season, @Starbucks "put a bird on it." The grande red cup, I mean. Hooray, #Portlandia! http://t.co/BlX2IP1t

the things I would do for a grande pike from @Starbucks right now.

I'm so hungry, but @Starbucks will work for now.

Can't believe it, @Starbucks already has Christmas drinks!

#shoutout to the red cups http://t.co/jpx580uQ @starbucks #holla #happiness #skinnypeppermintmocha http://t.co/BiX2lP1t

@Starbucks Follow me, please. if you follow me I will follow you! x

the @starbucks #redcups are baaaack! #peppermintmocha http://t.co/eLnCjMBg

Am I really waiting in line for a @Starbucks #caramelbrulee latte?

A console full of @starbucks coffee... En route to the in-laws for dinner! http://t.co/KabGRxoI

Will never go back to this location (@Starbucks @ Old Hick Blvd/Hermitage/TNpatio)... #adsmokers #poorlayout #keepingmy5bucks

@curdycundari @Starbucks It could be a glitch. Try logging in again in a little while.

My last break of the night, might as well go all out with a @Starbucks cake pop http://t.co/cIABHBtZ

Thanks @starbucks for supporting the #RedCross http://t.co/FzJkKcLR

@Coffeemaestro Love to see the history of @Starbucks at home #coffee!

My day was just completed by getting a caramel brûlée latte at @Starbucks !!!

Can't wait for my @Starbucks date after work wrote babysitting :) coffee, coffee, coffee

They have the red cups @starbucks. This is the best day ever...

@peace loves @comfort @starbucks http://t.co/MKJNxxcd

1st red @Starbucks Christmas cup of of the season :)) Christmas is coming :))

My last break of the night, might as well go all out with a @Starbucks cake pop http://t.co/ClABHBtZ

Screw you @Starbucks for being closed right now

My Saturday #shopping buddy. Off to find @MimiandChichi a birthday gift ðŸ’º ðŸ”‘ NYC @Starbucks @ Starbucks http://t.co/lyEnYSQWg

Thank the lords! There is a @Starbucks at the Paragon Outlets ðŸ”“

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?

You know you have a problem when you you accidentally type @Starbucks instead of Saturday.

Crap cashier service at Target's @Starbucks in Columbia Heights, DC

Can't wait for my @Starbucks date after work wrote babysitting :) coffee, coffee, coffee

They have the red cups @starbucks. This is the best day ever...

@peace loves @comfort @starbucks http://t.co/MKJNxxcd

1st red @Starbucks Christmas cup of of the season :)) Christmas is coming :)) ðŸ’º

All this @Starbucks red cup talk is really making me crave a gingerbread latte but I must refrain... #cutsugar #savemoney

@Starbucks needs to put the free drink directly on the ads. Postcard was never received. Again.

I wish @Starbucks delivered to my mouth. @Lkschmidty #too much #quotes

First gingerbread latte of the season!! Utter bliss!! @starbucks

Iced coffee sweetened with gingerbread syrup. Yes, Father Christmas. @Starbucks

Having a Peppermint Mocha @Starbucks #happydance #holidaydrink

something about @starbucks simply oozes productivity #gettingshittydone

Red cups are my favourite. @Starbucks http://t.co/0QGlWlxX

The seasonal @Starbucks drinks create long lines at my usual store. Can we have a special line for regulars??

@tzeckmeister116 you love @Starbucks way to much :)
First eggnoglatte of the seasons. I think they’ve gotten better over a year! #StarbucksWin @Starbucks

InDiff  Personal

Solid practice today - great energy - @Starbucks time!

Indiff  Product

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/qIq64R7K

Pos  Product

@go_galt @Starbucks it's @SarahI.Hair's fault. She mentioned caramel brûlée.

Indiff  Product

@Starbucks holidayscups2012 venti peppermint white chocolate mocha &;t;3 http://t.co/9rTkUkC9

Indiff  Product

Have to enjoy the Salted Caramel Mocha in Frappuccino form when it's 80 degrees during the fall! @Starbucks http://t.co/3yOSVw9

Pos  Product

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 &amellbrulee http://t.co/Ci6ofk4D

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 http://t.co/tdmq54

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

@FANNElasticfood @Starbucks I had one this morning! Let the season of red cups begin! :) 

Pos  Product

Photo: Who is right? Which is better? @starbucks or @caffeartigiano, @jaymccines or @mikadoesmakeup!? (at... http://t.co/QliMJUc3

Indiff  Brand

Gingerbread Latte yes!!!!!! @starbucks

Pos  Product

Yay for the red cups!RT @FANNElasticfood 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 urities â urities â urities €

Pos  Brand

Amazing chalk art @starbucks Westin, Boston, MA. http://t.co/251KykLd

Pos  Staff

@TamaracTalk @starbucks #Election2012 #EarlyVoting http://t.co/GpkyauM

Indiff  Election

Yay!!! The @Starbucks holiday cups and gingerbread lattes are back! My fave :) http://t.co/0kIu4diq

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/sYETHaV

Indiff  Product

Charging my phone in @Starbucks maybeeene when I walk back home I'll have power #wishfulthinking

Indiff  Personal

Red cups are back. Cue nostalgia. @starbucks http://t.co/7jyy6F

Pos  Product

GOTV = Managing 3 computers simultaneously &amp;amp; lots of @starbucks @hobama2012 http://t.co/RWOe5DDt

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! #bush #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

@kelseyspohn that's why I luv ya! Complicated @starbucks order date soon?

Indiff  Personal

@Starbucks please

Pos  Brand

I need you @Starbucks !!

Pos  Brand
@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  Product

Happiness is going finding out @Starbucks still has #pumpkinspice Pos  Product

Gingerbread latte, i've missed you! E * @Starbucks Pos  Product

Your @Starbucks has better ass then the @Hooters am at. @cheerstoliltone: @CreepBJ @starbucks @booty http://t.co/UiUKACr @CreepShot Pos  Staff

Creme brulé @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 # @ http://t.co/ifDteCr InDiff  Product

Tamara needs a beautiful Starbucks like this. @starbucks (@ @Starbucks) http://t.co/hHj0A39v InDiff  Staff

@BrianCoffeeSpot @starbucks @surreyheat boycotting Starbucks is something we should all do :) Neg  Brand

Standing in line @starbucks #deep 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 it at @starbucks! Am i wrong? Pos  Product

@starbucks champs-Élysées InDiff  N/A

Americano in my first @Starbucks Christmas cup of the year is the only way to survive the library today. #mobi 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! #muertitosfest #sayi http://t.co/Vqsimtnr 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??#Holidaycup??@Starbucks##redcup??#rekindlethe#season#foxy http://t.co/oKVequdU Pos  Product

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/rzkHkiNy 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/1gBifyTA Pos  Product

Red Cup Season Drink number 2 #peppermintmocha @Starbucks http://t.co/4NmqQ4 Pos  Product

Some very tasty baked goods coming to @Starbucks http://t.co/d5jyo9WS @starbucks Pos  Product

Thank you @oomf for giving me a @Starbucks gift card :) http://t.co/zAAM6gsD InDiff  Personal

Is it true caramel 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 the 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

@britmhlu Gingerbread Latte from @Starbucks is the best thing ever! Starting to get in to the spirit of the holidays now! - ) Pos  Product
So, gingerbread latte is back at Starbucks, which means Christmas nears. Now if they'd just pay their fucking tax...

First gingerbread latte of the season. @Starbucks Christmas drinks makes winter worth living. :-

Oohhh yess first Starbucks gingerbread latte!!! #fied&amp;gometoheaven

Nice little day in Starbucks

Oh hello red cup! #holidays @starbucks #caramelbrulee #instayum http://t.co/Zr1PcvSc

Each week @Starbucks serves customers more than 50 million times. #fanfact #starbucks

I really wish @Starbucks served French fries. I'm starving and a scone just won't cut it.

I hate when people order "small/medium/large" at @Starbucks. Everyone just gets confused... #getyourshtthingtgether

@Starbucks Wahoo! Red cups! #itsthemostwonderfultimeoftheyear

Def just parked like a jackass because I was in a rush to get my @Starbucks

Used the @starbucks passport app for the first time #prettyhandy

@Starbucks white chocolate mocha me please lol

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/K29gqdjy

Uh oh ... It's official, @starbucks holiday cups are out ... Here comes winter! http://t.co/73C7bt5x

At @Starbucks catching up on overdue posts, using free wifi & power and listening to #MagicalMouseRadio by @BeOurGuestMike #nopower

Cheers to the freaking weekend! #WeekendWarrior #Starbucks @starbucks http://t.co/iTBRlxHK

Used the @starbucks passport app for the first time #prettyhandy

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!

That @Starbucks was just what I needed.

I want it all! @starbucks #tazotea http://t.co/y92WfBfI

@TopRecruiterTV @manoloblahnik well... News, chocolate and @Starbucks are the easiest places to start!!

Got the "bright" idea today to drink a "healthy" @Starbucks espresso, subbing soy milk for the real thing. Big mistake.

Christmas cups http://t.co/yiNXrj7m

Mmmmmmm #SaltedCarmelLatte @Starbucks :)}

It's that time of year again! @Starbucks #redcup http://t.co/yYvYzjF

Passion Tea time! (at @starbucks) #aww" http://t.co/j8IoE2A

Obligatory @starbucks redcup pic. My favorite season is here! http://t.co/GiQDkHj4

Everyone else has been tweeting about @Starbucks bringing back their holiday cups. So here's mine. #hitheseason http://t.co/dNZNaLDW

Christmas cups http://t.co/ySNy97m

@KCaroline7 Enjoying my first @Starbucks red cup! #peppermintmocha #christmasisinacup

@LaurenPettinelli @jaychawk @starbucks Selfie!

Macon would be so much better if there was a Starbucks on Zebulon Rd. #justsaying

Being productive with @JayCHawk &amp; @duage in @Starbucks http://t.co/GUWdNP8

I think I need to go get a red cupped delish drink from @Starbucks today. Mmmmm yep!

Day 3-Caramel Brûlée latte. One of my fav @starbucks drinks. #redcup #mephotosaday #gigi filolovegigi #gigiis http://t.co/EklkpOE76

I'm so ready for an eggnog latte!!! #NFNW!

Blissful Saturday @Starbucks date with the beautiful @Nerich12! #SoIMknowIt'sReal http://t.co/ZoVkJH95

@RebaRanaRay omg I haven't had @starbucks in over a month!! Im behaving myself so well.... But so ready for an eggnog latte!!! #NFNW?

@starbucks. Yum!!! :)
@Starbucks coffee makes the world go round, especially on these gloomy days in #washington.

@Starbucks why didn't you reply to harry styles' tweet to you that is rude do you know who he is

Neg Brand

this is why I don't go to malls..Aviainhartsey you ugh...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

@collenmarie? 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

My Current Best Friend @Starbucks http://t.co/ujgphTV

Indiff Product

@ModrnFemme I hear you. I find it easier 4 my 2 teenagers cuz I can get small gift cards to movies, @Starbucks &amp; @iTunes #frazzlefree

Indiff N/A

Red cups at @Starbucks !!!!!!

Pos Product

Xmas coffee is back at @starbucks http://t.co/ul9gphTV

Indiff Product

@ModrnFemme I hear you. I find it easier 4 my 2 teenagers cuz I can get small gift cards to movies, @Starbucks &amp; @iTunes #frazzlefree

Indiff N/A

Chai latte at my favorite @targetstyle location. I just can't quit you, @Starbucks. http://t.co/coGThrj6

Pos Product

My fav time of year @starbucks! http://t.co/nudqO1XO

Pos Brand

This @starbucks employee in Columbus, OH named Faith is really nice and funny! 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 @theespressoroom for proper coffee http://t.co/bk9V6URw

Neg Brand

I want to design for @Starbucks. Like real bad. #longtermgoal #yessir

InDiff N/A

@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/0adeh3JO

Pos Brand

This @starbucks employee in Columbus, OH named Faith is really nice and funny! Great coffee, great employees, great company!

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Joyous news - no more loathsome @Starbucks in Lamb's Conduit St, Bloomsbury. Visit @theespressoroom for proper coffee http://t.co/bk9V6URw

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) Ñ http://t.co/aATzC1C5

Pos Product

@Veronica1a91 @lt;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 Personal

Just made my first @Starbucks purchase with my iPhone. #sweet

Pos Tech
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/4jCJy

Pos Brand
@Starbucks gingerbread latte! 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/val21eVa #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 @starbucks Gold card amount; they gave me $0.01. Gee, thanks @Starbucks A :

Neg Brand
@Starbucks coffee saves my day every time. #rainyday #depressingweather.

Pos Product
@TheDavidDean Ha Ha! Not to mention @Starbucks!

Pos Brand
I wish @kylie_francis could come chat over an Americano at @Starbucks with us right now 😍.addButton @Starbucks

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!! : ) @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, yummmm 😈

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
Oooosshhh, Starbucks Gingerbread Latte... My world is again complete 😍*.* @Starbucks

Pos Product
CEO @Starbucks NOT a smart move on your part actually, it was stupid. http://t.co/aEUBHsf via @theblaze

Neg Brand
No @Starbucks November = my version of guys No Shave November. They get un kissable, I save $5 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 caffeene 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
@JohnsonTW3 @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 &amp; Noble &amp; 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/7Z99prTQ

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
@DabneyPotter @starbucks yay!! I heart you sweet Dabney &lt;3!!! Love and hugs xoxo #Singgirlfriends

Indiff N/A
Also - can't wait to get a Gingerbread Latte from @Starbucks.. that's when I get REALLY excited :) @TheDavidDean

Pos Product
Did anyone else notice the jump in prices @starbucks @hawaii

Indiff Brand
@starbucks Caramel apple spice...a treat in a red cup! mmmmmmm #ProudBuckshead #GoldMember2010

Loving my @Starbucks Verismo!

I wish @Starbucks delivered. @tinachris16 #redcupseason

Dear @starbucks - your peppermint mocha is too delicious. I feel like this is entrapment. *sigh* #nostasty

@DahneyPorte @starbucks sounds delish xo #SmGirlfriends

The only way I know it's November in LA. #therecup @Starbucks http://t.co/erTKJh

@Starbucks every conversation that I have always starts and ends with Starbucks I just don't understand but it does

@Starbucks So glad I found this today! http://t.co/IVluc00o

@SixOkay @starbucks @marvel they know you so well.

There needs to be a @Starbucks emoticon. #juststaying

Holiday cups at @Starbucks making my day in the city that much better. #forthes NY @Starbucks http://t.co/etkTKljh

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Just saw the @smumeadows Dance Hope Show poster @Starbucks @mockingbirdsta...Thx for the support! Show opens Wed-Sat 8pm, Sun 2pm Nov 7-11

Before and after! @Delicious @starbucks http://t.co/YFrHfNq

It's that time of year again! Peppermint Mocha & Christmas cups at @Starbucks. Jennifer @stpete

@Starbucks is no longer giving free soy milk to card holders, wtf man I've been a loyal customer for years

First @Starbucks gingerbread latte of the season. I'm addicted. #coffee http://t.co/CWqGbebM

I allow myself 1 @Starbucks cranberry bliss bar per season. I might have clutched by having it today.

@DahneyPorte @starbucks Tall Latte please with chocolate sprinkled on top! lol

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 @starbucks

Caramel Macchiato @Starbucks

@starbucks is no longer giving free soy milk to card holders, wtf man I've been a loyal customer for years

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Time for @starbucks. Anyone need something? Look > http://t.co/EdH33KUc

As soon as I get out of work today I'm going to @Starbucks to get a creme brûlée latte @Starbucks

All shopped out. More awake now after a @starbucks :) getting ready now with a rose. #glasgow #hittingthetown

With @ZeBrandao @Starbucks having a hot chocolate and having bff time.

Heard @Starbucks opened stores in Mumbai, India & has plans to open more in Delhi made me happy. + the Starbucks site is using Bing Maps :

@AlshayaHelpDesk have we got the @Starbucks red cups here yet?

Rekindle the season @starbucks http://t.co/GEiZRHT

Wintery cups! Yaaaa @starbucks http://t.co/kvyQd2rc

@Harry_Styles @Starbucks love themmmm &;t;

@Starbucks Corp. to accelerate growth in 2013 | NRN http://t.co/IT2VqHy_

The Christmas cups at @Starbucks as making me miss The SmOC and @christmukkah

@AlyssaKelly30 @starbucks can't believe it was my first time, like a mojito with caffeine instead of alcohol #newobession

Praise him on high!!! Lakeside mall is getting a @starbucks hold my mule so I can shout !!!! http://t.co/3V0hJz

Staff at @Starbucks are seriously always so nice #refreshing

Apple crumble syrup @starbucks in Prague http://t.co/UKc4hQ2

Hot tea @Starbucks, sweaty hair mess and writing about rest as a cheap natural diet pill. Happy Saturday!

@rolliwrites @starbucks Thats awesome!

@starbucks lovehilly Latte's today &amp; even converted my mum from tea to Gingerbread Latte:-) #buyonesetngetonefree #brilliantidea :-)

In @Starbucks with @Marta_Styles @wika902 and @joann_xxxX it was great :) http://t.co/Pe31SVYD

I have @Starbucks and Christmas music is playing in Barnes &amp; Noble. #h4Love

@SweetToothCourt @Starbucks cheers!
is that how u treat a gold card member @Starbucks ?

free birthday stuff from @starbucks and @sephora ! yay

@Sonyapedia @Starbucks I still have to finish my round of pumpkin spice lattes before I move onto my gingerbread latte fix! #NotReadyYet

just realized @starbucks not only charged me for my coffee on my birthday, but they didn't even say happy birthday #weak

Gingerbread Latte yeeehhh @Starbucks http://t.co/EXIjKjYJ

Skinny peppermint mocha latte #christmas specials are back at @Starbucks ! #heaven http://t.co/DHi3olvyn

i can't stop drinking @starbucks #thanksgiving blend. #baristaprobs

OVERHEARD @STARBUCKS - "It is SO good to have legs. Helen, you have no idea."

@bethanyelle_n @starbucks You are highly favored. And caffeined up.

The @starbucks Pumpkin Spice Latte smells like fall in a cup &lt;3

And all that @Starbucks has to say is: "Thanks, but.. We're already doing that." Then they go ahead and do it. :/ #modernbusiness #stateof

Haircut @Starbucks gas groceries pharmacy laundry & now 7hr shift gettin my magic on. I know you're thinking it: THIS GIRL IS ON FI-

UH! Boom.

So coz'y! I do not want get out of bed...but @Starbucks is calling my name ðŸ˜Š #NotReadyYet

The music that is playing in the Ames @Starbucks has me wishing classic jazz was a staple in every home. #throwsomeglittermakeitrain #no

I just realized I ordered a Venti &amp; @starbucks gave me a tall. #firstworldproblems

@akoran @Starbucks I'll be stopping on my way home tonight

YAY â€œ The red cups at @starbucks came out yesterday! ðŸ’œ

Good morning, having a gingerbread latte as my birthday free reward. @starbucks #gingerbread latte #starbucks http://t.co/eL7ZqK3

Thanks to @Starbucks and @Subway for fueling an excellent half marathon recovery meal!

Ballet class &amp; @starbucks madeleines. Every Saturday morning. #mommyandme time

literally did a huge happy dance at @Starbucks - caramel brûlée latte is back!!!

@Starbucks are all your syrups gluten free?

#PumpkinSpiceLatte #Nomnomnom #ILOVEStarbucksFallDrinks. @Starbucks http://t.co/EgXGsntA

@MelissaOnline @Starbucks @EricaDiamond #HeavenlyDay in same position myself.

It feels good when my drink from @Starbucks is free :) thank you gold card.

Now I understand why @jlacy2 doesn't like to go to @Starbucks to discuss personal matters!! #OMGpleasedump

So excited to finally receive my gold card! #coffeelover

So excited to have my first @Starbucks gingerbread latte this winter, being on Monday #christmasinacup

Thank you @Starbucks for bringing back gingerbread syrup!!! You made my day!!!!!

I LOVE CHRISTMAS...and @starbucks #redcups #favoriteritmofoyear http://t.co/3gG3Vs4Y

Setting up shop @starbucks http://t.co/5v9KhRkx4

PEPPERMINT MOCHA SEASON IS HERE (at @starbucks) â€œ http://t.co/KoERPhjyR

@Starbucks sent me a damn email to tell me the red cups for the holidays are back....how about a damn coupon for a free beverage???

@Starbucks Since yesterday my morning coffee tastes different it leaves a smiling after taste #redcups
@Starbucks You're very lucky. Harry styles follows you.
@Starbucks You've got the best coffee ever! I love the latte!
@LassSuicide and #EggNog lattes :) @Starbucks
@Starbucks Thankyou for re-loading my card with $5 as a reward. That is almost enough for a VENI! THANKYOU! :)  
Sipping my first gingerbread latte of the season @Starbucks. The holiday season has begun! http://t.co/7ZjWBkE
Thank you @Starbucks for accidentally making a Venti instead of a Grande!
I'm disappointed with my gingerbread latte today @Starbucks

@Starbucks WHY WON'T MY 30TH START SHOW UP?!?!?! :(

Love seeing the red cups back @Starbucks #holidaysarehere

Contemplating whether @starbucks is the best place on earth. #love #coffee #amazing

Just chillin' having our morning coffee @Starbucks Gingerbread Latte for mom, vanilla milk for E. #joy http://t.co/3oSHzLP6

https://t.co/8NGuHMJ

My typical morning... #Breakfast #Starbucks #CaramelBrulee #CinnamonRoll #YUMMY@Starbucks http://t.co/Qlk0nt1m

Red cups! Red cups @Starbucks welcome back Wau! :-)
@Starbucks service was amazing! Systems were down & the lines were slow so I was happy to receive free coffee & a free coupon! Thanks! :D

@Starbucks soccer + Christmas blend coffee = awake!!!! http://t.co/TJHyg3y

@brittanyashey @starbucks That totally blows.

I think this year will be the year I try a pumpkin spice latte from @Starbucks

Damn @Starbucks ur hot cocoa sucks

Wonder if @jack had anything to do with getting this Twitter-esque bird on @Starbucksâ€™ holiday cup? http://t.co/mByTFH4a

@RegLevy @Starbucks that's awful! I seriously was hustling to get to 30! I was one star away, dammit. :

@Starbucks just purchased first bag of Thanksgiving Blend of the season #sogood

Also Christmas at @Starbucks = best time of the year! #goodmood

Chicken Santa Fe paninis from @starbucks are so good...

Chai tea latte, nonfat, I pump pumpkin syrup in a festive @Starbucks cup. Oh wowwww it's good. http://t.co/44f1aeZ

@brittanyashey @starbucks They just changed the way you points count, but they didn't say your old ones would no longer count :

@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.

Maddy pretending to be @starbucks barista. They have health insurance though! http://t.co/hN70jLIH

@NinaOzbardakci @starbucks it's delicious go get one!!

Oh yeah @Starbucks has their peppermint mochas back!! #daymade

Now that Halloween is over, time for @Starbucks red cups Ð¡3, Ð¡3, Ð¡3 Ñâ€” Ð¡3, Ð¡3, Ð¡3 Ñâ€”

@brittanyashey @starbucks Yeah, orf, same thing happened to me. I think it was their new upgrade?? Coffe Bean has crappy Ñu, tho.

Wrote my name on the cup without asking what it was again #goodservice @Starbucks http://t.co/ijO9J77f

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 cranberry bliss heaven? #mylifeiscomplete LOVES me some @Starbucks http://t.co/8uWuSOT

@Starbucks has holiday cups! #iloveChristmas

Too early, @Starbucks. Too early. #redcups http://t.co/UWyzo04j

Excuse me while I go cry in the bathroom @Starbucks for being forever alone.

Eggnog Latte is back @Starbucks http://t.co/TWyo04j

Glad to see the magical @Starbucks Cupfox is finally being honored by @Starbucks.

Christmas cups are back @Starbucks What a great way to start my Saturday http://t.co/m9GhNssn

@Emeline_Grace @starbucks why the hell have I never had one?? #first #toffeenutlatte @starbucks http://t.co/PbvPUTVM

Yum! Gingerbread latte from @Starbucks with plenty of cream.

Loving the festive music at @Starbucks! Red cups, Christmas tree, and Christmas music! Makes me happy! :)

It’s the most wonderful time of the year... Time for #redcups @Starbucks. #caramelbruleelatte http://t.co/XKbor88H

I’m @starbucks (150 S 1st St #135, San Jose) http://t.co/COwJNPR (+10pm)

@FlywheelSeattle this morning with Tommy then @FlyBarre SLU with Beverly...phew what a way to kick off Saturday! @Starbucks red cups anyone?

Watching some man flirt very desperately...and very loudly at a packed @Starbucks. We’re all enjoying the show.

If I was @Starbucks I would make this their biggest ad

@Starbucks I think you should recruit this boy for modeling your coffee. Just a suggestion ;) http://t.co/DOWFaue7

Ahhhh. Necessary post-sandy psl. Thank you @starbucks

So happy @Starbucks has red cups again! #holidaysarehere

Studying on the terrace @Starbucks in November. #lovethisweather #stayforever

Off to @starbucks w/ the husband and then to the beach to walk our pup!

I’ve been on hold with @starbucks for a loooong time...I need my stars back! they dissapeared off my starbucks mobile app right before gold :(
@starbucks harbour square http://t.co/koffRrCF

@Starbucks might I inquire as to a possible cause for all the stars disappearing in my app recently? Cheers

As much as I be up in @Starbucks they still can’t get my name right! At least this Skinny Vanilla Latte is on point ... http://t.co/YOOInOtS

@LoriSM @Gin_my @Starbucks So gorgeously christmassy!

@G_Unit__ All I can say is BOYCOTT THEY DESERVE BANKRUPTCY FOR THIS @Wyliecovboy @Karmaa_Rose @Starbucks

Not only did @madipook come over to help unpack and decorate. She brought me a @Starbucks Peppermint Mocha. #besties

Cranking a venti blonde from @Starbucks. #yum

@Gin_my @starbucks @citygirlnomore was so good I even felt inspired to take a pic! http://t.co/bxr2TVo

Tis the season! @Starbucks http://t.co/inLmkouj

My life is perfect!! @Starbucks has the Carmel Brûlée back!!

@Starbucks I seriously needed to carve this pumpkin!!!

@Starbucks if you are really so into promoting jobs in America why is all your stuff for sale in stores and verismo made in china?

May have a new @Starbucks addiction. Americano’s

@love2laugh11 HA! I did not! I need to. LOL @Starbucks

I just got to rekindle the joy by drinking an @Starbucks eggnog latte! Love the Christmas drinks!!

@StephTheBlogger Email them again. @Starbucks has great customer service. Half my cards never arrived (thirsty mailman?) and they replaced.

Dear @starbucks It is senseless to “sell” coffee when your baristas cannot satiate the customers already waiting for theirs. That is all.

52 days til XMAS and @starbucks is in the #spirit! But what about Thanksgving people! #coffeedate @tompsonca http://t.co/do6m4ElG

@sum_aiello88 You are not a true @Starbucks fan then lol!!!

It is officially freezing out... I need my winter coat!! Or another @Starbucks latte :)

First @Starbucks Egg Nog Latte of the season down the hatch. Happy girl!

Chai Latte @Starbucks in the Christmas cup! With GJ (MJ’s doing Christmas shopping @chaptersindigo ) Missed my Birthday drink.

Hello long line @Starbucks @Starbucks http://t.co/idRtnRC

I found a @Starbucks. Thank goodness! I needed some #pumpkin #coffee!

Omg! Try the Signature Hot Choc @Starbucks with Gingerbread Syrup! It’s amazing! http://t.co/Re1SsvlL

It’s all Christmassy at @Starbucks, it makes me all warm inside!! I’m happy @starbucksdrugs

@Terrypoopie STARBUCKS ENDORSES OBAMA STARBUCKS ENDORSES BOYCOTT STARBUCKS ENDORSES BOYCOTT I NEVER LIKE THEM ANYWAY @Starbucks seriously?

WHEN WILL YOU EVER DELIVER?? @Starbucks

@tzeckmeister116 did you give up on @Caribou_Coffee ? @Starbucks is pretty good too, but what’s up?

Are you ok? Even @Starbucks regulars know when I haven’t had coffee yet. #tobeapartner

Tell me what I want from @Starbucks.

Hot or iced caramel machiatto @Starbucks? #lifeisfrsh #decisions #whitegirlproblems

First @Starbucks red cup of the season #finally

It’s Christmas season at @Starbucks which means no more pumpkin spice ðŸ˜©

Grabbing coffee on the way home. (with Jap, Mom, and Tito at @starbucks) ðŸ’“ http://t.co/72RvAt4u

It’s time – Venti ðŸ˜¥RedCups of Caramel Brûlée latte. @Starbucks makes this time of year so much better.

First caramel Brûlée latte of the year ðŸ˜¥I love you @starbucks! @ Starbucks http://t.co/Z5FGC9tm

1 ) @Starbucks redeupschallenge http://t.co/Yzr0Vtn

All day in the library doesn’t sound so bad with my first #carmelbruleelatte of the season! THANK YOU @Starbucks, I LOVE this drink!

Powers back &amp; holiday cups! @starbucks @starbucks etsy & Twitter @thebrillight ðŸ’¥ ðŸ’¥ ðŸ’¥ ðŸ’¥ ðŸ’¥ ðŸ’¥ ðŸ’¥ ðŸ’¥ ðŸ’¥ ðŸ’¥ ðŸ’¥ @wOgZw6R

Salted Caramel mocha from @starbucks is the best, and I love these red cups!

@Starbucks passion tea lemonade with raspberry syrup &lt;&lt; http://t.co/68y2ZoY2

Red cup season????? @Starbucks it’s the greatest time of year! http://t.co/ByAbPtm2
Wearing my #Oregon jacket today. Guy walking out of @Starbucks held the door open for me and said, "Go Ducks!" #goodday

@starbucks I want Xmas Drinks NOW @starbucks @starbucksMex http://t.co/Ks574qQO1

New Orleans streets have given me a new appreciation for @starbucks travel sticks.

@love @starbucks http://t.co/61bF6AY

and the best season has begun @starbucks yummy :) http://t.co/q8ArSx

It's officially the best time of the year. #gingerbread #redcups @starbucks and also @windmillbi @starbucks http://t.co/Ao3HElK

Got @starbucks and @Target set up on my Passbook for #iPhone. Come on retailers, get in the game!

@starbucks now has braille gift cards. I love how inclusive and intelligent that is. What a wonderful gesture. Starbucks is awesome!

this @starbucks line is too long #firstworldprobs

Free tall drink:)) thank you @starbucks #luckykiddo http://t.co/KRKlaIXH

It was my popularity and good looks that saved Christmas. Thanks you @starbucks for honoring my success with a holiday cup.

I measure my life in @starbucks drinks and cups. Peppermint mochas and red cups are back!

I'm going to the mall today which means I'm also getting @starbucks lol Do they have red cups now??

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

@starbucks ordering a "small" @starbucks? You must be new. #CoffeeSnob

@starbucks feeling festive http://t.co/RGJB7iy5

Yum... Make that 2 @RichGirlBudget: @starbucks I need a latte to the face #pumpkin pleaseâ€”

@MsNycole @starbucks me too but Starbucks is crazy expensive but they do have better Coffee. I like the White Vanilla MMMMM lol

At @starbucks and they have this machine for sale with little coffee flavor cups that dispenses the coffee! http://t.co/nogRqhKD

@ResourcefulMom @starbucks did you get the app yet?

is ironically suffering tea withdrawal in England, with nothing to boil water yet & @starbucks in Canary Wharf all closed now.

At @starbucks and you make me happy:) @Terrypooch

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I'm going to the mall today which means I'm also getting @starbucks lol Do they have red cups now??

@starbucks You make me happy:) @Terrypooch @starbucks is crap coffee and way over-priced. Let them endorse the #ButcherOfBenghazi and see how that works for them

Call me ghetto but this is the 3rd time I've ever been to @starbucks @daveryankdwb no kidding. The new @starbucks #Verismo machine is even worse.

 Ordering a "small" @starbucks? You must be new. #CoffeeSnob

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#love @starbucks http://t.co/61bF6AY

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@starbucks You make me happy:) @Terrypooch
@conoromuiri @starbucks nothing better  
@melancholymaze

girl just gave away my drink @Starbucks :Really? @melancholymaze
@Starbucks: "What's your name?" Me: "Jeff" @Starbucks: "Sorry?" Me: "JEFF"... http://t.co/DOUNPaHI

@starbucks wow, nice remodeling done to this @Starbucks in SFSanFrancisco http://t.co/G34vbvAT4

@Starbucks Here's how this works. YOU endorse Obama. I take my friends, office and our money elsewhere. You're not the only game in town. BYE http://t.co/DOUNPaHL

@Starbucks: "What's your name?" Me: "Jeff" Starbucks: "Sorry?" Me: "JEFF... http://t.co/97nnfpsi

@MadelineCC23 you wouldn't have anyone to buy you delicious @Starbucks drinks :)

In our latest video, courtesy of @Starbucks, we sit w/ Nilus De Matran of Nilus Designs in SF: http://t.co/wtHyEQKi

The four year old I was with today told the @Starbucks barista that I wanted to marry him.... so that was nice. Indiff

Grabbed some @Starbucks before our @98XRadio Rochester BOGO Jingle Jam ticket drop starts at 2! http://t.co/WoGXoXN

@Wylinecowboy @Karmaa_Rose @jjliberty WTH would @Starbucks endorse a candidate at all? Style points? @StarbucksBoycott

My day has been made :) #redcups @Starbucks http://t.co/ZFBNsgbm

I hereby boycott any and all business that begin decorating for Christmas before Thanksgiving... @Starbucks

Just made my first passbook purchase at @Starbucks. Incredibly simple and fast. Indiff

Just had my 1st 'red cup' of the year @Starbucks #yummy #loveitsomuch !

Unbelievably found this for lunch @Starbucks at Dallas airport. @natashadmoson would be proud. http://t.co/z1IchQuX

I hereby boycott any and all business that begin decorating for Christmas before Thanksgiving... @Starbucks

@starbucks @bnickless14 #garciatrail #cross #redcup  http://t.co/tKRv6wMj

Woohoo! Gingerbread lattes are back @Starbucks #coffee

Christmas cups already at @Starbucks? #canbelieveitsnovember

CHRISTMAS @Starbucks DRINKS ARE BACK. GOD BLESS

I don't care what anyone says, @Starbucks has red cups again and the ice rink is open... IT'S CHRISTMAS @Starbucks

Home sweet home! :) by the way the @Starbucks at the motorway services in Gloster already have Christmas cups and a Christmas tree up? Indiff

@Starbucks you're killing me with keeping your lower Manhattan stores closed. The rest of the town is functioning, but we have no coffee!!! Neg

Trivial tweet from me today: Christmas cups are back @Starbucks this makes me happy. #eggnoglatte!

Even babies aren't immune to the magic of the @starbucks red cup. http://t.co/wy5BalsHY

First Christmas @Starbucks of the year. Vente Praline Mocha went down a treat #yummy #weekend

@Starbucks http://t.co/h7GTD1h

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@Starbucks http://t.co/YVd8FunUZ

Just found out @Starbucks pastries all are frozen. Gross. I remember when they were fresh and local. The way of McDonalds. Neg

@starbucks @bnickless14 @garciatrail #redcup http://t.co/KRv6wMj

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The @Starbucks lot was so full, I had no choice but to park near this giant cock! :)

@franmcinally Oh my gosh that sounds delicious!!!! Must try that next time I’m at @Starbucks!

@KristyNavarro @starbucks I loveeeeeee it haha! I need have one at least everydayých

Got a sandwich from @starbucks for the first time! So good.

I would pay @starbucks 20 bucks to deliver my a coffee

The @Starbucks mermaid in love :) http://t.co/77XX51b

Fasting is so much easier with green tea from @starbucks

Guess??! @starbucks http://t.co/YKecOBfZ

@Starbucks where's my red cup? Whole reason I got a hot drink today, #asalady #redcup http://t.co/WWfxcdEh

Spending the morning completing an interview for @AZFoothillsMag... Over @starbucks of course!

@Starbucks Mnmm toffee nut latte #birthdaytreats http://t.co/y6PBl0iy

I love holiday at @starbucks http://t.co/eMjufAuX

@misieux on my way!!! Waiting at @Starbucks

@KAholinna @Starbucks Drink one for me! #jealous

Caramel brûlée lattes are back!! @starbucks http://t.co/6kS4bvwb

Pic: @HoustonTexans' @JJWatt is ready for Sunday! #NFL pres by @Lexus & @Starbucks http://t.co/6NqPK34h http://t.co/P177j98

@Starbucks can i have a green tea frap

Watching #MostDaring on @truTV . Waiting to go to @Starbucks :) Wishing @truTVjokers was on #WeWantAMarathon

@mypretendname don't give those @starbucks nazi's any money they don't even pay tax!

@Starbucks happy friday

Free tall drink @starbucks )))))) http://t.co/N5Bn6OF

The only Christmas decorations I like to see up before end nov helene. I have had all my favs already! @starbucks http://t.co/yJl2GriE

Wow, @Starbucks is insanely busy this morning. (@ Starbuck w/ 2 others) http://t.co/R09LhAaK

I want a @Starbucks now! :)

With @agramonte at @starbucks â€œ http://t.co/mUwEps7B

Probably because you’re arabic. Please get a job there!!!! A cutie delivering my cup #Wrong #lovexit #MMrouae2 @starbucks

My fav caramel frappuccino @starbucks #frappuccino #coffee #Beirut #caramel #yummy http://t.co/xRGlUeXR

I LOVE how @starbucks @starbucks has the #Christmas #coffee cups already! #skinnyvanillalatte #warmth #holidays #excited

They have the Red cups at @Starbucks #Gingerbreadlatte @Harry_Styles http://t.co/yIDZnNn9

Grande Carmel Brûlée latte @KKluth10 @Starbucks #choice

Freezing cold outside @Starbucks nice and warm inside #CaramelBrule http://t.co/Ocbf91C4

@Starbucks toffee nut latte… Nastyyyy think I might just stick hot chocolates

@Starbucks new york wants coffee compliments of starbucks … and you have a great day! http://t.co/SeznDiY

When I get asked to come in 2 hours early, I should say I can come in an hour and 50 minutes early. #coffee run @Starbucks

My @Starbucks account is showing I have 0 stars, but I actually have 28. What’s going on.

Free tall drink @starbucks )))))) http://t.co/N5Bn6OF

This @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

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Loved spending time with you!! @ruthiegehiledhill: Christmas cups at @Starbucks !!!#BESTDAYEVER #whereareyouChristmas @chelseaw8888 Brady
Queen esther @starbucks lol XD http://t.co/8TTu6b0B InDiff N/A
@jobahvo_ Yes! Come on @Starbucks! We want coffee delivered to our homes! Neg Product
Perfect day for a @starbucks #redcup http://t.co/6Fd7T0uU 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/pECKZFc 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
@gerisalexander @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 #RedCaps 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. #gutted http://t.co/oPtEaDc7 Neg Product
Cheers. @starbucks #marmellata #farover #sogood http://t.co/sDjwE9A Pos Product
Had a pretty tasty #breakfast this morning with @quishall #blueberry_muffins @starbucks #trophywife http://t.co/sN6GWQJE 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 #CoffeeSolvedEverything http://t.co/ElX0NE5 Pos Brand
@LaKiero_ST @starbucks @YUM http://t.co/FvM9dkK9 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/9eToKvCZ 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! &lt;3 http://t.co/oZ39DWof Pos Product
@ICameISawIWore @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 â€• #dailydosage Pos Brand
The past three days I've gotten a redeye from @Starbucks... So much for kicking my caffeine 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 latte! I think it's called? @starbucks #tasty #christmasmoment Pos Product
Drinking some @Starbucks @doubleshotted 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 #tagaytoy ^_^ #noochbf http://t.co/C9MAD59P Pos 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 &lt;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
I drink so much @Starbucks that it may be time to start referring to my kidneys as coffee filters.

@theverysimong obviously NEEDS his @starbucks coffee fix this afternoon... He's been queueing for 25 mins. Thank god I can entertain myself!

It's the most wonderful time of year: red cups @starbucks

I had an amazing dream about @TheRealRoseanne it was interesting to say the least... we were chillin at @Starbucks smoking a fatty when all Red Cups!!! Yeah!! @Starbucks http://t.co/aQsVcQcK0

Come to me @starbucks

@Starbucks has the red cups, but we have the red frames! New ultra light Lindberg acetanium. http://t.co/jEhmmjF @starbucks

the @Starbucks freecups are baazack!!! ^_^ http://t.co/9Fp8R4Xi

The Christmas red cup season in @Starbucks is always the best time of year with @unaaaa_

@LoriemM @starbucks. Gingerbread latte? What's that...? Looking forward to your scrummy risotto for supper.

@Starbucks had my first gingerbread latte of the festive season today, it was friggin AMAZING! :)

@starbucks Y U no like Fall? Christmas cups already? What about fall? Leaves, turkey, Indians, pumpkins, etc. There are 4 seasons, not 2. 

@Starbucks, you should know not to put red text in a black background... #vscocam @ Starbucks http://t.co/yuQSvCqK0

It's official. I'm finally at @starbucks Green level. http://t.co/1NSALfIs

@Starbucks Ok I splurged. Salted caramel mocha- Delish!! #Starbucks #yummy #warm

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" @LoriemM

Kudos to @starbucks for sending over hot chocolate to volunteers @ Atlas Park donation center in Glendale, Queens. http://t.co/vpTcEMke

Mmm the creme brulee latte at @starbucks is so delish...

@Starbucks follow meeereee

@Starbucks Toffee Nut Latte is so good.... Don't you agree James? :P @j35al

Flu shot + not enough coffee = tired. Need @Starbucks pronto!

Our biresta is ready to start your day off with a warm cup of @starbucks coffee. http://t.co/6RAmNnc #Hilton #coffee #Morning #Food

Hidden Mickey on the outside of our new @starbucks coincidence ? I don't think so http://t.co/6yGyJYet

@LAEXCLUSSTR @starbucks freecups are back #holidays :) @ Gate 9 http://t.co/FAceMK6

No surprise: @starbucks is packed on this frigid day. <><<><>

I need a red cup from @Starbucks

I love you, @starbucks. http://t.co/HFwflnP

@FindinACure77 @starbucks lol!

@FindinACure77 @starbucks lol!

Back to @starbucks. Back to @twitter.

Scored a seat at @Starbucks right next to the fireplace. #winning

Feeling Christmassy @Starbucks @Exeter http://t.co/3QqDSgD

@starbucks my teacher brought frapucino at school the other day

@freecup at @Starbucks are here!! #christmas is nipping at our heels!! http://t.co/o6cYQZ7

@starbucks you should make this your dp idk http://t.co/2YmYAcet

@ebcom @ebcmarketplace Consumers are suckers buying Bottled water, @starbucks & Apple devices are some more examples

@Starbucks śăđıłł

I was studying @Starbucks this morning &amp; I look up &amp; take my headphones off &amp; there he is @SethRich91. Surprised me with that smile of his. 

Seems odd drinking from red holiday cup @Starbucks in 80 degree weather @starbucks coffee date with the BFF! Loves it! Happy Saturday Guys!!!!! @starbucks

Red cups are here!!! @Starbucks im greedy &amp; having the buy one get free all to myself...

Hey, @starbucks, I actually expected an answer to the question I tweeted yesterday

Good morning @Starbucks is just what i need this Saturday (@ Starbuxx) [pic]: http://t.co/5KlRZGZm2

When @Starbucks finally has their Christmas cups0V'œaV• http://t.co/bw7F8dje
A Starbucks follow me eh

@Starbucks follow me XX @Starbucks Christmas cup today. Eggnog Latte is delicious ☕ #ChristmasInNovember

Holidays are coming ... @Starbucks https://t.co/h05cMY39

@Starbucks follow me omf

Mmmmm my first festive latte of the year @Starbucks #offeendeliciousness

Long workout this morning...day seven in a row. Oofda! Kardash marathon and @Starbucks are just what i need!

@Starbucks i love u

@Starbucks i had a raspberry blackcurrant frappuccino yesterday, very niceee

Went thru @starbucks drive-thru & then realized I forgot my wallet. They still gave me my drink & breakfast!!! #generous #85thstreet #ired

Career Center | Starbucks Coffee Company: http://t.co/CTXjEHCK via @Starbucks

Ohmygodddd peppermint mocha's are back! ☃️❄️☕️ @Starbucks #ChristmasInNovember #recovery #coffee http://t.co/6GRyQBs0

follow me pls @starbucks

I love my Saturday morning @Starbucks

@Starbucks 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

@JohnLorinc @deBeauxOs1 @Starbucks Damn You, Starbucks, allow me a Pumpkinpie Grace Period!

@Jcdavidson37 @Harry_Styles @Starbucks crony capitalism.

Saturday morning @starbucks line. #looooooong.

@Starbucks You should open a Starbucks coffee shop in Malta.

Just got an email from @Starbucks saying they got red cups... @Harry_Styles job well done

My @Starbucks got a huge makeover. Coffee & cocktails - love it! Maybe #gfree & #dairyfree treats next? #lovemystarbucks

@Starbucks may make better coffee, but at least I know that, when I go to Tim Hortons, I won't be subjected to passive-aggressive staff...

Thank goodness for @Starbucks

Red Cup Season @starbucks http://t.co/RqOLhxDJ (+25pts)

I'm @starbucks (138 S 34th St, Philadelphia) http://t.co/RpOLInJkDI (+25pts)

@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.

@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

@Starbucks espresso machine is down so vanilla tea it is! Not bad at all ☺

This is soooooo me!! And I feel the same way about my @starbucks http://t.co/9oisoW7Q
<table>
<thead>
<tr>
<th>Status</th>
<th>Tweet</th>
<th>Tone</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>@Starbucks roses are red violents are blue I love you do you love me too?!</td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>rekindling the season with @starbucks @starbucks @cape_girl122 @Y.Z., @ Starbucks <a href="http://t.co/YkASRMsv">http://t.co/YkASRMsv</a></td>
<td>Indiff</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>I think I'm going to stop going to @Starbucksâ€” The passive-aggressive, haughty, feigned ignorance of their staff is just truly unbearable.</td>
<td>Neg</td>
<td>Staff</td>
<td></td>
</tr>
<tr>
<td>Have gotten shitty drinks from @Starbucks the last 3 times I've been there @notpleased @notwastingmymoneyanymore</td>
<td>Neg</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>I had 29 @Starbucks stars and they just expired. SO. FUCKING. CLOSE. Screw you, Starbucks. I'm switching to The Coffee Bean.</td>
<td>Neg</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>I love when people who work in @Starbucks draw smiling face on my cup God Bless you guys you make my day better @Itc3 : )</td>
<td>Pos</td>
<td>Staff</td>
<td></td>
</tr>
<tr>
<td>@Starbucks #HolidayCups!!! <a href="http://t.co/Bk5fB4n">http://t.co/Bk5fB4n</a></td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>@RCasparody @tassimo @Starbucks stop resisting...go to Starbucks :-)</td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>Thx @Starbucks for generous #SandyFund support; we'd take you out for coffee but you probably already have that covered! <a href="http://t.co/TNU55QGJ">http://t.co/TNU55QGJ</a></td>
<td>Pos</td>
<td>Charity</td>
<td></td>
</tr>
<tr>
<td>@HollyVanquist have you christened a red cup from @starbucks yet? 1st November didn't come soon enough! #festivematt</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Uh-oh! @Starbucks Xmas Menu is out already! #gingerbreadlatte #peppermintmocha #dangerousaddicts @BritKylie @LeanneIris @alananamgillis</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>@tahoneybee @Jedavidson57 @DebbieStout5 @drscott_atlanta @Starbucks yeah I hear ya. GM, Chrysler, Starbucks, etc. traitors</td>
<td>Neg</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>It's gonna be a good day. I got @starbucks! #Sandy won't kill my coffee fix. #thehardwaypodcast <a href="http://t.co/zCQchS9p">http://t.co/zCQchS9p</a></td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>In @starbucks like wtf to early, but well worth it.</td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>I want those red cups so badly @starbucks :-(</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>@starbucks Gingerbread Latte :) #redcups #almostchristmas #coffee <a href="http://t.co/9kHxZa">http://t.co/9kHxZa</a></td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Some classic Dean Martin playing @starbucks #hatsmore</td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>@chelsanneee @starbucks driving and taking pics again ?</td>
<td>Indiff</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Took this sweet girl for a warm treat! A caramel apple spice latte for Natali. @starbucks <a href="http://t.co/nROA1kKA">http://t.co/nROA1kKA</a></td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Happiness at @starbucks <a href="http://t.co/JoYItmG">http://t.co/JoYItmG</a></td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>coffee... first time at new Byron @Starbucks - beautiful store! @Starbucks <a href="http://t.co/WQRXgy5k">http://t.co/WQRXgy5k</a></td>
<td>Pos</td>
<td>Staff</td>
<td></td>
</tr>
<tr>
<td>Just rode the subway for two reasons: to use my monthly and to find an open @starbucks #priorities #withdrawl #getmeoutofthere</td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>Yay #redcups @Starbucks #redcupsmeanschristmas <a href="http://t.co/C09pOhuZA">http://t.co/C09pOhuZA</a></td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Third buy thanks @starshine541 @starbucks <a href="http://t.co/luSuW197">http://t.co/luSuW197</a></td>
<td>Indiff</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>@Jedavidson57 @DebbieStout5 @drscott_atlanta @Starbucks I really don't think so. Because if I owned the company I would out the admin</td>
<td>Neg</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>@Starbucks you should consider delivering</td>
<td>Indiff</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>@Sanasrandomness @Starbucks Fw eggnog. I can't do eggnog ever since the rum abduction eggnog incident of 05</td>
<td>Neg</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Struggling to unpack the new apt sans-cafeine. @Tassimo is unpacked but t-discs are no where to be found! Resisting @Starbucks 2blocks away</td>
<td>Indiff</td>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>@Starbucks you should deliver</td>
<td>Indiff</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>Starbucks, getting my hair done, &amp; maybe my nails ! @Starbucks @SalonLisaBrown</td>
<td>Indiff</td>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>Finally got my @Starbucks #gingerbread #latte seems like its been forever <a href="http://t.co/V5eDFTd">http://t.co/V5eDFTd</a></td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>IF YOU'RE IN ATL and not doing anything tomorrow night, we are hosting a big COMEDY SHOW here @STARBUCKS!!... <a href="http://t.co/WUOZzKNU">http://t.co/WUOZzKNU</a></td>
<td>Indiff</td>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>@starbucks faye @howardschultz ummm, howard? endorsing #obama..? Obama is NOT #morganFreeman, and #sandy was not a FUCKING ASTEROID #sheesh!! @starbucks</td>
<td>Pos</td>
<td>Brand</td>
<td></td>
</tr>
<tr>
<td>A gingerbread latte from @starbucks sounds so good right now. ðŸŽ‘ ðŸ‘Š ðŸšœ</td>
<td>Pos</td>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Out to grab some lunch then some coding at @Starbucks</td>
<td>Indiff</td>
<td>Work</td>
<td></td>
</tr>
</tbody>
</table>

Figure 4 – Tweets About Starbucks (11/4/12)
Loving my #PepperMintMochaLove @Starbucks #RedCup http://t.co/1KM3PTtH

@rippit2damaxx sending you some @starbucks coffee to help, well if twitter would allow it, haha

A Nice mug of Sumatra @starbucks #teamcoffee @Starbucks http://t.co/5nztysrH

Finally decided to get a @starbucks reward card. Now I have an excuse to get more @StarbucksRedCups

why dont u deliver yet @starbucks

My life = @Starbucks #obsessed ð http://t.co/hJ6DBA0Y

The first Caramel Brulee latte from @Starbucks of the season! #happyholidays http://t.co/ckUVMyZ7

I've gone to @starbucks two times today because my favorite drink is back! #peppermintmocha ðŸ˜‡ ðŸ‡• http://t.co/PepperMintMocha

Strawberry and Cream ðŸ˜‡ @Starbucks http://t.co/XepcC9Cq

@starbucks u are making me late!

Whoa whoa @Starbucks #refreshers are here to stay. No longer seasonal!! Getting mine right now!

@starbucks Oh my goodness! I should never had tried the salted caramel mocha ðŸ˜‡

Is this what winning a Grammy feels like? Thanks @starbucks! #goldcard #finally #dreamsdoconetrue http://t.co/kWCjm1sP

@starbucks the recent changes to the store and starbucks loyalty are not for the better

Yummmm!! I loooove the Holiday Blend coffee. It's amazing!! @starbucks

My Starbucks Rewards | Starbucks Coffee Company: https://t.co/lcNANVRu via @starbucks

My first red cup of the season. Thank you @Starbucks. Now off to do the holiday props at work. #holidaysarehere

Found an open @starbucks in Piscataway NJ!!!! Temporarily took our mind off #Sandy and #nopower problems.

@STARBUCKS IS THE CARAMEL BRULEE LATTE BACK????????

@Starbucks love your Holiday blend #Cheers!!!

@Starbucks red cups are back ðŸ‡• ðŸ‡• ðŸ‡• http://t.co/DIKofJhw

@starbucks has 2/5 follows #jealous

Happy thanks @starbucks! http://t.co/4QCPg9vZ

Dearest @Starbucks and Duracell, thanks for my free PowerMat. It's like living in the future! î

Joy Tea back at @starbucks. My day is made. #joy! #joy! #joy!

I think I've drunk my weight in @starbucks today. #coffee

Where are the red Xmas cups in Maine, @Starbucks??

@starbucks has 2/5 follows #jealous

@InjusticeFacts: To afford a box of @Starbucks 's special beans, the farmers who farmed the beans would have to work for an entire month.

Hey thanks @starbucks! http://t.co/4QCPg9vZ

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‡•

@Starbucks FOLLOW MEEEE

@Starbucks FOLLOW MEEEE

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!

I love overheard snippets of conversation at @Starbucks. Is that wrong? #PeopleAreFascinating

Funny times @starbucks with @BiancaGomez101 #lovethisgirl #suitemates #BestFriendsForever #Yes #doinworkoverhere #papers #letsgooo

@starbucks red cups are back ðŸ‡• ðŸ‡• ðŸ‡• ðŸ‡• ðŸ‡• @starbucks ðŸ‡• ðŸ‡• ðŸ‡• ðŸ‡•

@jessbedsole @starbucks Those are my favorite!!

@Sarasmiles07 @starbucks omg I miss those.

Of course the weekend I have the most coursework due is the weekend that I cannot focus worth anything. Not even @starbucks is helping.

@starbucks yay! "Makes me feel good!" Lol #starbucks #Autumn feels great! &amp; I think that's my last pic, my f http://t.co/nkdjEiM

@starbucks Getting' it in! Sacrifice breeds success #ImOn1 http://t.co/Nbu9HVZp

How are you not accepting CASH ðŸ‡• i really wanted my coffee @Starbucks
@Starbucks's #chaitealatte #loveofmylife

Pos

@Starbucks Yes, I know what I ordered for my drink. Kindly make it please. Sheesh.

Neg

Staff

Apparel

Neg

@Starbucks and you guys never answer to any complaint tweets...whats up with that?? Very shamefull.

Neg

Brand

First caramel brulee latte of the season @Starbucks! #extrasprinkles #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/gv5gszlB.

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 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/pNP6e8lA

Pos

Product

@Greycleric08 Dude, they know nothing of burr grinders. Not my favourite, but try a manager at @Starbucks. They're trained ab

Neg

Staff

about them.

@Greycleric08 Dude, they know nothing of burr grinders. Not my favourite, but try a manager at @Starbucks. They're trained ab

Neg

Staff

About them.

@Greycleric08 Dude, they know nothing of burr grinders. Not my favourite, but try a manager at @Starbucks. They're trained ab

Neg

Staff

About them.
Boyfriend bought me this back from his trip to Amsterdam :) that makes 4 @starbucks mugs now :) just wish th http://t.co/sXTZJDua8 Pos Brand
@Bitchckesky: 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 mocha) 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/qsU7wEsoO Indiff Personal @emhemly: @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? #yepp @Starbucks @Starbucks_Probs #starbucksprobs Pos Brand
@Bitchckesky: @starbucks I'm in on this! I can't have milk and should pay even more for that? Ummm..no. Neg Product
t@starbucks: One hour till @starbucks date with @nadineabboud €ðŸ˜‘ #YAY InDiff Personal
I just wanna be #gold already... @starbucks http://t.co/EDAH7tL8 InDiff Personal @starbucks: First gingerbread latte of the season! Yum! http://t.co/NC0iK1h2 Pos Product @Starbucks and they didn't except starbucks rewards. Ugh. Neg Brand Rekindle the season @starbucks holidays cup http://t.co/3LoOMDQB Indiff Product @starbucks: 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/9MS4i7l5 InDiff Work @starbucks: Have a coffee and charge your phone! New Inductive Charging in @Starbucks in USA. http://t.co/GDeSRP2F CC @starbucksuk @starbucks_es InDiff Tech @appstore @google @amazon @facebook @twitter: Have a coffee and charge your phone! New Inductive Charging in @Starbucks in USA. InDiff Brand @starbucks and they didn't except starbucks rewards. Ugh. Neg Brand The break in #ruston at @starbucks #overpricedcoffee #whywasntthisherewheniwenttoschool #wast @ Starbucks Coffee http://t.co/KJM2Slf5 Neg Brand
@bitchckesky: Yeah I stepped up to the plate @Starbucks @ThatBoyDavis Indiff N/A
@starbucks: Corgi loves @starbucks because he loves to chew up cardboard cup sleeve InDiff Personal
@bitchckesky: They didn't even have a free soy option we haven't had the cards in the mail for a while here in pgh @Starbucks Neg Product
@LifeOfABarbie: @starbucks First gingerbread latte of the season! Yum! http://t.co/NC0iK1h2 Pos Product @starbucks: 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 ðŸ˜‘, http://t.co/YHypXEGr Pos Product
Gratitude in our post-storm attitude. Many knock on them, but without @Starbucks, Kay (âKaym12â) and I would âhttp://t.co/ua4mLa"

What's inside this red @starbucks cup? Gingerbread Latte, yum! âhttp://t.co/ChZoQZC"x

Treat time! @starbucks @starbuckscanada redcupchallenge âhttp://t.co/4voCr3bK"x

@starbucks Emotional video of how Sandy affected Staten Island. Help us show that StatenIsland needs more help. âhttp://t.co/FQdmhX8"

Some afternoon reading @starbucks with the little man! âhttp://t.co/Yq42oFn"

Dunkin donuts coffee is actually just dirty water...wishing I had @starbucks atcoffe snob

@scotpmr91 @starbucks You are lucky you haven't had your rewards stolen out of your mailbox! Love the new way of rewards loaded on card

And just like that, Santa has harfed all over every @starbucks in the city... #makeithstop

@starbucks have you considered holiday themed cups for your iced beverages? Seems weird I know but, global warming.

This afternoon calls for a nutella latte. Unless @starbucks delivers.

Best thing about fall is @starbucks winter drinks are back. Yumm #peppermintmocha #studyt ime

@starbucks #capuccino time

Had my first Pumpkin Spice latte today from @starbucks. It was okay. I enjoyed the holiday cup a bit more.

@jerryj1273 The @starbucks at the Rockaway Mall has both.

@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

Worst @starbucks experience ever. No Christmas Blend (despite sign for it) no Starbucks card accepted and not even a sorry from the staff.

What up with @starbucks ? Making it way to difficult for card awards! keep it simple Starbucks. Let's keep the postal workers working...

Red Cups are herlex! Yay (with @MartyMcPadden at @starbucks) [pic] âhttp://t.co/EKQDepup"

Got my peppermint mocha in a red cup at @starbucks and princess parking twice today!

@DuncanPhillips: http://t.co/9EjT3oZO @starbucks @coltondixon @newsboys It's all good yall... #fb /// This is awesome!

@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

So @starbucks has a size bigger than a Venti, it's called a Trenta it's only for select iced coffees and teas #mindb lown #31oz #greentea

When you see a cute boy @starbucks and worry if your coffee order will intimidate them #gayboyproblems

First @starbucks red cup of the season... with salted caramel cake pop! #swoon http://t.co/BzkWe8Dr

Red Cups are here!!! Yay (with @MartyMcPadden at @starbucks) [pic] âhttp://t.co/EKQDepup"

Teatime. @starbucks #tea #London #england #memories #yogi http://t.co/vF6s47V

People @starbucks need to calm down. Your going to get your coffee. You need to tip check the person in front of you

Holiday drinks and cups are back @starbucks! #peppermintmochaftw "http://t.co/FBHTH5k"

@starbucks I want Starbucks in Panama ;)

@starbucks is honestly the most exciting and fun place to work at! I absolutely adore working there!&lt;3

OMG MY FAVORITE STARBUCKS DRINK IS SEASONAL AND IT'S BACK NOW I'M SO EXCITED @CARAMELBRULEE @starbucks I LOVE YOU

@DuncanPhillips @starbucks @coltondixon @newsboys OH MY GOSH! Colton &amp; Duncan - two of my fav celebs. Cannot breathe this is so perfect! @

@starbucks #lovesm http://t.co/AEaqS6Q

Saw @taylorowen13 @starbucks. #REDstarbucks http://t.co/6lVWtm9e1

@HaileyWatson16 @starbucks Lucky! That's just what I need! #fb

@fodiejournal @starbucks So delicious! Went with skinny peppermint mocha this afternoon.

Got charged for a tall when I ordered a grande #winning @starbucks

@FoodiePleasure @starbucks Salted caramel mocha in my cup this morning.

@starbucks homework club with @cmahtuai92 &amp; @ellecontrary #studyfunday

@ConnieCermak I love not having fast food or @starbucks nearby or traffic lights. Way different than los angeles lol

@PeppermintMocha from @starbucks @STARBUCKS I

Gonna enjoy that sandwich, then head to my neighborhood @starbucks to study...
@starbucks your internet speeds are slow sometimes :(

Trying the eggnog latte @starbucks http://t.co/sLlgMuJc

Neg Tech

Thankful for free @Starbucks with @Kandy_22 and @sarahsandersquist :) #GoodCoffee #EvenBetterFriends

http://t.co/AgAONlma - @Starbucks @ColtonDixon @Newboyoys It's all good y'all... tbf

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! 3coffe @ Starbuck http://t.co/2DcAwar

Pos Product

Pretty sure Bridgewater Falls could use an actual @Starbucks other than a kiosk target one http://t.co/3QfGITEH

Neg Staff

@meghan_dukes but @Starbucks in good company is really what it's about!

Pos 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/hF4KnAK

Indiff Product

Pink cups are here at Schaalbucks! @reaganschaal @starbucks #Instagram 3coffee http://t.co/v2A7djd0

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?! ^-^ yumm!

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 #pumpkinspice latte @starbucks on my mind

Pos Product

New @Starbucks seasonal cups are here!! #cute #Christmastiscoming

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/7bGipu3

Pos Work

I just #donated to the American @RedCross using my @Starbucks app - have you donated yet? #Sandy http://t.co/qs3cAzm2

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 drink @starbucks

Pos Product

@Starbucks #nyam #Starbucks #coffee #frappuccino http://t.co/BjooA0GimH

Pos Product

Trying to earn enough stars for a @Starbucks #goldcard &amp; I lost them all when Niv hit because of the 1yr mark. I can't afford this!

Neg Brand

@Starbucks Mocha Of chocolate yummmy

Pos Product

@Starbucks please make a pineapple mango refresher? #/

Indiff Product

@Starbucks in Shadyside with a Peppermint Mocha...does life get better? #snope #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/wP4DGuD

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
Love seeing @Starbucks call out the impact of social on their engagement & marketing efforts in their Q4 earnings call http://t.co/BYzv8gSj

A @Starbucks needs to go up right across the street from our place so I can walk to it every day. u_u Please.

Oh how I've missed the @Starbucks peppermint mocha! http://t.co/baiXmmxH

Oh, sweet baby Jesus. Caramel Brulee Lattes are back at @Starbucks.

@SisBoom @Starbucks I hope it not is a scam and you actually won this.

on lockdown in @Starbucks until I finish one of these papers, at least.

When you have dreams of @Starbucks, that's when you have a problem.

@tokyoacid *HAND RAISED HIGH* Me want a @Starbucks Pumpkin spice latte :)

Couldn't be happier to have @Starbucks back in my neighborhood #affersandy #coffee # @ Newport, Jersey City http://t.co/AVQf3qL

the fact @Starbucks had a BOGOF deal on their Christmas drinks made today even better. xD

First post hurricane @starbucks this is me doing an impression of the cup http://t.co/ALLYSIYZ

wawa is no @starbucks, but its pretty good. Especially $2-3 cheaper :) http://t.co/VDboQk8J

Coffee @starbucks #deals<br/>& #challenge @ Starbuck [pic]: http://t.co/4N5jPCND

A @Starbucks Red Cup. December issues of Elle & Vogue. A Sunday evening ^MW. http://t.co/VVNh2b

Great chatting w/@GWARofficial's Matt &amp; Brad this morning @Starbucks. Can't wait for the show tonight! Save room in the meat grinder for me

@jamesscottbell I was waiting for your @Starbucks partner to say, "And, dude, who is the idiot doing all those pull quotes?"

First @Starbucks holiday cup of the year! #happySunday

Hawaii KÅ u coffee brewed on the Clover @Starbucks #delicious #theyouarejealous

Proudly obsessed with @Starbucks http://t.co/WCKHaZ8K

The line is 21 deep @starbucks -- no signs of a recession here!

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

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

Not sure which line is longer at this @Starbucks... The one to order or that of the restroom.

@starbucks y you so complicated?

Needs a #gingerbreadlatte @starbucks NOW!! Xx mmmmm

@aggboshy I just came back from @starbucks $59-4"*4+4+* #

Hey @Starbucks - you're a bit slow on the uptake. Don't you think it's time you carried some gluten-free food? http://t.co/5fyGNO

yum! "@Starbucks@caramelfrap @starbucks lol http://t.co/35iyGNO

I really dislike this time of the year at the mall. Particularly this @starbucks location. Packed!

People are practically living at the @Starbucks in Massapequa. This like living in an alternate universe.

Nothing cures a hangover like a gingerbread latte from @Starbucks :):)

why don't any of the @Starbucks near me have a drive-thru? #lazy #daytonproblems
BANQUET SEATING AT OUR NEWLY RENOVATED SEATTLE STARBUCKS ON NEWBURY ST. BOSTON MA http://t.co/qzV闵K0J
@Ash_Ree_D @glamerizemeadam @Starbucks hahaha awesome! Indiff Staff

I wanted to witness someone so bad today, a lady just called and is desperate and needing God, meeting with her @Starbucks. Prayers pls.
@clever_carrie @glamerizemeadam @starbucks you want me to make it say that? Lmao I'll tweet it later. #ShesGivingOrgasmInMyMouth remind me Indiff N/A
@glamerizemeadam @starbucks δY, δY, δY, no that's later. δY, δY, δY
@Starbucks date with @ClaudiaK87. I love the Christmas cups. δY = http://t.co/qpPn2B Pos Product

I'm not Warhol, Picasso, I'm Karezmian and artist, http://t.co/0NMfElhX and I love a coffee @Starbucks Pos Product
@Starbucks & essay δY, δY, δY, holidaydrinks http://t.co/9iVyb3v Indiff Product

First peppermint mocha of the season! @starbucks #Tooreadyfortheholidays http://t.co/Kc/K1v8cJlt 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/fCosRYSr 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 in values based branding. This leads to memorable brands. @halalemon @daniellenlaporte @Starbucks @siridickbranson #timmim2012 Pos Brand
@glamerizemeadam @Ash_Ree_D @starbucks Bahahahaha thats awesome! Ash make it say that! Indiff N/A
@starbucks coming to see you tomorrow for a cookie crumble cappuccino YUM Pos Product

This latte was made so perfectly I could just chug it. @Starbucks caramel brûlée has got me again Pos Product
@Ash_Ree_D @starbucks I keep reading shit wrong. I thought it said "orgasm in a month time." δY, δY, god I need a new set of δY, δY, δY, δY, δY, δY, Pos Product
@Starbucks has holiday cups again! !@nathesseason δY, δY, δY, δY, δY, δY Pos Product
@Starbucks needs delivery service δY, δY, δY, δY, Indiff Brand
@ssino2009 @starbucks bahah ohhh yeah! Indiff N/A

Relying on a mid afternoon @Starbucks to help me get through this sleepy Sunday. #SaltedCaramel http://t.co/LZZhRpVW Indiff Product

3 different baristas have come up to the bar and yet none have made my latte! What's going on @Starbucks b- Pos Personal

First one of the season! @starbucks http://t.co/RO04OKd0 Indiff Product
@franklaxon @Starbucks nooo... 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 http://t.co/lqO1chance Indiff Brand
@1DticketsUSA @spryings1D @Starbucks OK EXPLAIN AND ONE AT A TIME PLEASE! PLEASE PLEASE PLEASE ONE PERSON,.omg @lululemon @daniellelaporte @Starbucks @sirdickbranson #mim2012 Indiff N/A
@Starbucks Prank @ahmednaguib http://t.co/28izK8xLc4 via MUST MUST MUST MUST MUST MUST MUST watch Indiff N/A
@fr@Stylishless Walking into @Starbucks in a full length @SIC_COUTURE dress. People were looking at me like I was from another planet. #Love. Indiff Personal
@BobbyCummerov @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. δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, δY, Pos Product

Even a very bad day can improve a cup of coffee @Starbucks =) http://t.co/bVCSSaIO Indiff Staff
@DicketsUSA @spryings1D @Starbucks BUT ARE YOU JOKING THOUGH COS JUST A HEADS UP SARCASM AIN'T MY GAME I DON'T GET IT LOL Indiff N/A

Who's ready for @helaneblumfield parade? #holiday #macysparade @starbucks @wesleyWhatley #BillSchemerhorn http://t.co/TWEQ0ir Indiff Brand
I'm not ready for the red cups, but I am ready for this! @starbucks http://t.co/vsKpxWyV Indiff Product
@LexxM97 @spryings1D @starbucks ILL STRAIGHTEN THIS OUT. A GIRL ON THIS ACCOUNT IS NAMED SYDNEY & SHE'S MEAN AND I HATE HER GUTS Indiff N/A

I Love You @Starbucks http://t.co/GkANmVYh Pos Brand

It's ok, because I still love you bby. @Starbucks Pos Brand

@starbucks FIRST #RED CUP OF THE YEAR. gotta love a Toffee Nut Latte #ChristmasIsComingLookBusy. http://t.co/2Cwlbcvy6 Pos Product
Loitering outside @starbucks in a FortLee like a rebellious teenager. http://t.co/0Ngntodo Indiff Brand
@starbucks #cappuccino #americanos #thirsty @Starbucks http://t.co/ebZo3LhS Indiff Product

Very slow today @Starbucks @Starbucks http://t.co/AUBU3jR 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!!!! sooo mad!!! Neg Brand
Because @Starbucks never gives me enough chocolate sauce and I always just end up adding my own http://t.co/6uAl2frR

Indiff Product

I want my @Starbucks Holiday Cups! :) http://t.co/3VUPV23q

Pos Product

I love when my sister brings me @Starbucks homemade thanks

Pos Personal

Walking into @Starbucks in a full length @SIC_COUTURE dress. People were looking at me like I was from another planet.

Pos Personal

@DevinKalinski 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

I'm so infatuated with this @Starbucks app & I don't even know why or how it works.

Pos Tech

@Starbucks Happiness is a Starbucks red cup with a skinny peppermint mocha

Pos Product

I'm so in awe of @Starbucks app & I don't even know why or how it works.

Pos Tech

@Starbucks Happiness is a Starbucks red cup with a skinny peppermint mocha

Pos Product

I'm so in awe of @Starbucks app & I don't even know why or how it works.

Pos Tech

3rd October - just what the people of Chelsea want as a free gift from @starbucks http://t.co/r1VA2BTs

Indiff Brand

I wish @Starbucks delivered.

Indiff Brand

I wish @Starbucks delivered.

Indiff Brand

I wish @Starbucks delivered.

Indiff Brand

I wish @Starbucks delivered.

Indiff Brand

I wish @Starbucks delivered.

Indiff Brand

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Indiff Brand

@tomdaniel this is probably blasphemy but could we get a coffee somewhere other than @Starbucks ? Cheers pal :-(

Neg Brand
@Starbucks Why are you so expensive how am i suppose to afford white chocolate mocha everyday for the rest if my life!!!!?

@1DticketsUSA @spyings1D @Starbucks OH IM LEX BTW

Oh peppermint mocha... Why you taste so, so good? #redcup @Starbucks #sundays http://t.co/mZ0XaHlp

@LexM97 @spyings1D @starbucks TAYLOR WHEREY YUH GO

Way too excited for a PSL from @starbucks this morning.

First gingerbread latte of the season. I'm a happy girl @Starbucks #christmasiscoming

@Steph_Ewart Red @Starbucks cups in the morning, red Solo cups in the evening

@Starbucks this holiday cheer is way too premature. http://t.co/MT7JoAsFW

@spyings1D @lexxm97 @starbucks LOL LUFFF YOU EX OH EX

@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:

First stop in manhattan after being trapped in bk for over a week: @Starbucks #redcups! @ Starbucks http://t.co/QK3hGkap

@Starbucks is a coffee revolution. #obsessed http://t.co/26y7XlPN

Love hearing and seeing @garyclarkjr in @starbucks, great job @wbr!

Christmas time @starbucks http://t.co/G6KJedif

Flavored coffees. But I still like @starbucks way more! #coffee #soy #marylous #pink #toa @ Marylou's Coffee http://t.co/rlFw6PGa

I've only been in @starbucks 20 mins, why is the music repeating already?

I forget are the #RedCup the ones they pay tax on? â€œ@johnnyminkley: The first #RedCup of season is the best @Starbucks http://t.co/CYnyzjWXâ€

@spyings1D @starbucks WUCHA WANT BRO

Happiness in a cup...@Starbucks breve latte with cinnamon and nutmeg. Yummy!

Cold weather, travel essentials. @starbucks #venti #leggingjeans #scarves #yesimtimely http://t.co/qCuW0Ds

Holiday cups and drinks are back! @starbucks :)

@DCAToday @Starbucks One of my favorite places to eat in DCA!

@1DticketsUSA @Starbucks LARGE ICED COFFEE. U CAN SHIP IT TO THE BOYS PO BOX CUZ IM W THEM ANYWAY

We've only been in @starbucks 20 mins, why is the music repeating already?

I forget are the #RedCap the ones they tax on? #@johnnyminkley: The first #RedCap of season is the best @Starbucks http://t.co/CYnyzjWX
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

@starbucks holiday cups are here! (@ Starbucks w/ 3 others) [pic]: http://t.co/kb9cMeeu

Do you know Fiddler, Fifer & Practical CafÉ offers sandwiches, soups & salad in addition to @Starbucks coffee? http://t.co/1u39ab45

Where's my gingerbread latte? Rumor has it they don't do red cups at Dutch @Starbucks bypleasebewrong Neg

First eggnog latte of the season @starbucks #favorite

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 to guess where I'm goin?:)

Finally tried @Starbucks Pumpkin Spice Latte and do not know what all the fuss is about. $fail

Staff member at Greenbelt Md. @starbucks was reading while I waited for service. When I asked for help, she stormed off! Wha?!? #fail

@Starbucks 3daliya ' LA is supposed to be 88 degrees today and @Starbucks is serving coffee in Christmas themed cups...this seems backwards

@ShesNeon @JessieKalin @Starbucks Some people need their fix in the morning! lol

@spyings1D @starbucks THAT SOUNDS WEIRD COOKIE IN A DRINK EW

This is the season...I love these red cups!!! @starbucks http://t.co/pqpp1CAg

I know the @starbucks menu by heart. Legit.

What comes in a latte? - things you never want to hear your @Starbucks barista say

I could literally live in @starbucks, I love the atmosphere<333 Pos

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!

LA is supposed to be 88 degrees today and @Starbucks is serving coffee in Christmas themed cups...this seems backwards

I'd like to try the FRENCH VANILLA FRAPPUCINO ITS YUM WHO R U BTW

We're already excited about the holidays! (Must be those @Starbucks cups!) Check out our top 10 gifts under $500: http://t.co/EO1PJ9iT

I think @starbucks should consider giving away their food at the end of the day to the homeless. What a waste!

Staff member at Greenbelt Md. @starbucks was reading while I waited for service. When I asked for help, she stormed off! Wha?!? #fail
@1DticketsUSA @Starbucks WELL I LIKE IT A LOT AND JAHAAHAAHAAHAAH THAT'S MY PICA. HAHAAHAAHIAH LIKE OUR ICON

I've been craving starbucks and a cakepop for like ever now omg get in meh @starbucks

@starbucks PLEASE FOLLOW ME? I LOVVVVEE YOU

@1DticketsUSA @starbucks YES IT'S A LATTE OBVIOUSLY THERE'S COFFEE IN IT BRO

Making some new sculptures. Smells like success. It's coming along well for the beginning stages right? @starbucks ? :) http://t.co/TG6oGYzf

Need to try the peppermint mocha at @Starbucks . #holidaydrinks #coffeeaddict #moveoverpumpkin

@Starbucks Christmas drinks are out!!!! #officiallywinter #ilovechristmas

Gingerbread latteeeeee!!!! So happy!!!! @Starbucks

This poor kid in @Starbucks looks like he just got scorned by his mother. At least she still bought him a hot chocolate!

Coffee and conversation at @starbucks http://t.co/FvlqK44W

My kind of Sunday. @Starbucks Christmas cups, sunshine and waves. #cheers http://t.co/TxD6vO

With Sarah at @starbucks [pic] http://t.co/67VzS48h

@Starbucks worst service ever. 4 brand new people working alone on Sun morning. Not their fault, managements fault. #SanMateo

There aren't enough @Starbucks on this drive.

@spying1D @starbucks OK I THINK IM GONNA TRY THE VINILLA

Awe. At @Starbucks listening to boomers talk about @Pinterest and how amazing it is. One is a Pinterest "addict." They're so cute.

i want Starbucks D; @starbucks

@1DticketsUSA @starbucks you should get a light Java Chip Frappuccino! Yummy!

@1DticketsUSA @starbucks YEAH THERE IS AND YEAH ITS COLD. BUT THERE'S ALSO THE MOCHA COOKIE CRUMBLE THAT HAS COFFEE AND IS AMAZING

Yay! I LOVE that @starbucks has Verona #kcups now!!! http://t.co/MDZ4N6GN

@Starbucks is eggnog latte back?

@Starbucks #letthejoybegin and follow me. ;D Cause I'm the one always buying caramel fraps.

really wasn't planning on leaving my apartment today, but I'm craving @Starbucks and my car tires need to be rotated...

@Starbucks Harry Styles follows you & one day I'll be Mrs. Styles so you should follow me. :) First #eggnog latte of the season! @Starbucks plus a #cranberryblissbar pre movie! #holidaytreats

Wolf Willow @starbucks - far and away the worst one in #yeg.

Meeting at Wicker Park: http://t.co/pKexGodT - RT @facetsmag En route to Wicker Park! Meeting our model and makeup artist at @Starbucks. ...

@1DticketsUSA @Starbucks I got the email saying it was back and I went straight to Starbucks the next morning. Favorite seasonal drink!

@Starbucks Do you like making people happy? Well you should follow me back because I'll be really really happy!

Working at The Lion King matinée then Red Cup coffee bliss at @Starbucks

Out of berry juice @starbucks

Cute baristas @Starbucks

@Starbucks hey I'm at you right now hehehe

It's that time of the year! @starbucks #happytweet http://t.co/1De9bso8

@iszaynshelovely @starbucks right?!? So glad it's back

My baby brought me @Starbucks

I love coffee. Thank you @Starbucks for always being there :)

@laura_blaser @Starbucks haha...that's classic. I told u to visit. #thedfun

@1DticketsUSA @Starbucks caramel brulee latte its heaven in a latte omg

hashtag I love @Starbucks and they should follow me

Oakville loves their @Starbucks...totally packed on a Sunday.
There is a woman dancing to her blaring car radio in @starbucks parking lot. #asheville

@darrylbrown 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

@1DticketsUSA @starbucks CARAMEL BRÛLÉE LATTE OMG IT'S PERFECTION

Mmmmmm. Enjoyed a peppermint latte from @starbucks today. Thanks for the idea @AmandaKathLogan

@1DticketsUSA @starbucks ICED CARAMEL MACCHIATO (I think I spelt that wrong) it's perfect, I always get it

When will @starbucks start delivering?

@1DticketsUSA @starbucks Pumpkin Spice Latte! Iced!!

The red cups are back. It's that time of the year again :''')

My first @starbucks eggnog latte of the season. :) Christmas is coming http://t.co/ioowV1M0

@Eastwood_ Clint Eastwood sporting @starbucks. Not sure why he's reading rather than chatting to that empty chair http://t.co/6CGGl6Ry

@starbucks with @SeanDonagee #hipcoffee #mainstreampic #stillhip http://t.co/lJnftIMp

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

@starbucks Gingerbread latteâ€¦ my taste buds are throwing a holiday party right now #teamMcRib Pos Product

Yay for peppermint mocha being out @starbucks! DŸ’©DŸ’© DŸ’© DŸ’© Pos Product

If @starbucks says it's the holiday season already I guess it is... #tooearly http://t.co/20iEu2N1 Neg Brand

My sister is right, this @starbucks white chocolate peppermint mocha is sooooo good!

What the hell kind of state is this?? No @Starbucks City mugs for OK? #unhappycollector Neg Brand
Some lovely people working in @starbucks in surbiton

Another @VanityFair @Starbucks combo for Sunday @andoferaaz, @houoo, @pjw1davidson (@ Starbucks) [pic]: http://t.co/LDx70av3

not sure why @starbucks hasn’t clued in 2 stopping promotion of disposable cups, especially holiday cups starting in nov! Red cups, bad idea

Yes!!! That time of the year red cups are back @Starbucks. Gingerbread latte amazing ÐŸ˜Š http://t.co/Q2KsqagV

@Starbucks @PowerHouseArena You’ve been quoted in my @story story "SandyHelp in Brooklyn” http://t.co/PRwPLK0

@jumptrr I only got out of bed for @whataburger and @Starbucks. I’m incapable of English.

I love my @Starbucks but really @StarbucksCanada show some respect and wait til after Remembrance Day to start your Christmas marketing!

@Starbucks @PowerHouseArena You’ve been quoted in my #Storify story “SandyHelp in Brooklyn” http://t.co/PRwPLK0

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@jumptrr I only got out of bed for @whataburger and @Starbucks. I’m incapable of English.
@SisBoom @starbucks Is this true? Did you win this? Please tell
It's out and it G O O D! @Starbucks @KevinMusch http://t.co/2Kr2JkE
@douglassmellon @Starbucks we were there before 5 - if you're in the queue you should get served!
@Starbucks with the rest of the world, apparently....
I'm pretty sure @Starbucks is owned by Jesus. #Jesusisonearthjusttomakecoffee
#ThingsGetALot: #coffee. @Starbucks round two this morning!
Can't wait to get my first gingerbread latte of the season in @Starbucks cute little holiday cups for my ride home later!
Had a nice breakfast date! Now @starbucks to begin my drive home! #haloalover
@Starbucks Caramel Brûlée lattes are back. Simple bliss.
Thankful Day 4 @starbucks http://t.co/vEO12yZ0 This morning I did a coffee tasting of @Starbucks Thanksgiving Blend and Colombia Supremo #starbucksreserve
just got a coffee from @Starbucks SO GOOD
Gah! Almost got through the whole process on @starbucks on Explorer, but back to server error at last step. FIX YOUR SITE.
@Starbucks why do I no longer receive free soy milk with my gold card? Did your Starbucks rewards program change?
Thankful for my dad. Surprised me with a salted caramel latte from @Starbucks on this long work day. #dadoftheyear
Sitting in @starbucks in Salt Lake City listening to 2 women plan Thanksgiving menus down to calorie count &amp; 1 guy reading Atlas Shrugged
Having a fabulous day at work- come to @starbucks on starlite for your favorite seasonal drink today! #yum
@Iamcmadecj lol, I know, love this! Had my first chicken milk latte at @Starbucks last nt #redcupchallenge
Love seeing these holiday cups! â€œ @Starbucks  http://t.co/SfWN8YCb
@chrisjenkinson You must of cut that very fine or were they just slower than the average five minutes. @starbucks
I'm @Starbucks Atlantic City, New Jersey. (N.Michigan ave)
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
#ThingsGetALot @starbucks frappuccinos
I'm @starbucks (150 S 1st St # 135, San Jose)  http://t.co/lIERnUxj (+10pts)
Just went to @starbucks ! I needed one of these.... http://t.co/p2VhlkeD
I love me a peppermint white chocolate mocha latte from starFUCKS. @starbucks
It's like my cup knows how good this drink is - it's worshiping it. Deliciousness @Starbucks http://t.co/RHj8b8
Off 2 get a triple shot of something venti @starbucks b4 @GatorSoccer n @Auburn face off for SEC Championship. @ESPNU 3:30 ET #solucky
Craving some pumpkin spice latte... @starbucks #pumpkinspiceeverything
@MordMaman @samku @Starbucks ha ha. http://t.co/0zjIMu0
Ayy!!!! @Starbucks red cup time :) @happygirl http://t.co/DyjICMJ
@starbucks
@Starbucks I'm sooo obsessed with your Peppermint Mocha! I'm craving for another one!
Taking full advantage of the extra hour, @starbucks and errand running on this beautiful Sunday. Oh hey, @thecourtneykerr!
@europiggin no, I did the whipping up of breakfast. Steve went swimming. I can feel the @starbucks disappointment
Just made myself a nice mocha. It was good but it doesn't beat Starbucks' Mocha's. @Starbucks @StarbucksUK
Sometimes I wish I was a @Starbucks Barista. Then I realize I don't play well with others... #lifeisaprilprank #woops #ImOverIt
@KHamiltonHill Yum! Did Stevo whip it up &amp; have it ready for when you got home? I had to make mine &quot;no @Starbucks on the way home formywallet
@frannnarily @starbucks I tried it today! :) Was majorly YUMTASTIC!
Loving the @starbucks Christmas drinks. I'm already getting in the spirit! http://t.co/moGLSu
must get myself a @Starbucks red christmas cup stat
Another morning at @Starbucks working on #WLC13 work! Sure has been a productive weekend so far.

My husband gave me a 1/2 dozen bottles of wine, chocolate covered cherries, and a @Starbucks gift card for my BD yesterday. He knows me well!

@meckensh @starbucks @neverpowerless we need more stand alone stores like the one in northbrough

Holiday cup season @Starbucks! #tistheseason http://t.co/WkLcWvah

Say good morning with a cup of coffee &cheers @Starbucks

Overheard in @Starbucks in New York - we need an app for bathroom locations in NY

Seattle: home of the original @Starbucks. Seattle airport: home of the worst @Starbucks.

@starbucks has red cups now.) @Harry_Styles http://t.co/AZsecl7E

@Starbucks I love Starbucks :) ly

@Starbucks balboa island #starbucks is the slowest, someone needs to light a fire and teach them how to hustle, losing business quickly.

Why is it this cold @starbucks Kaslik? Not a fan of A/C

First peppermint mocha of the season :) @Starbucks http://t.co/G633KDKM

This is how to do it @Starbucks! http://t.co/3DHiNaqM

Home from Sunday nigh-out with sibs at @Starbucks. Fun fun. :)

u cnt be a THUG drinkin' @Starbucks tho

Anyone else think @Starbucks should deliver? :)

@gaynordrake @JelloPuss @Starbucks I've always preffered @cafenero anyway, do they pay tax?

So cool! Just ran into @GoodLatina at my fave @Starbucks! Haven't seen her in a YEAR &amp; she looks fabulous as always! #NetDE

Sitting outside in the Cerritos mall having @Starbucks and what comes over the speakers #crowdedhouse #homesick

Love that I can go on a run with nothing but my phone and still buy my @Starbucks on my way home. #digitalwallet

As a lover of @Starbucks I have to tell you guys that you need more baristas and/or training in your 75th &amp; 1st store. http://t.co/aSTOPAYA

#Dallas, love ya but havent found open @Starbucks downtown for 2 days. All closed wknks. #AllKindsOfWrong

@WordKitchenDC @Starbucks love the red cup's!

@Starbucks Anniversary Blend in #Kcup is pure heaven! Wow wow!

Need caffeine and perhaps a bit of advil. So wish @Starbucks delivered!

I am so happy that #caramelbrulee is back @Starbucks http://t.co/6HOSLedU

@lonalorraine @Starbucks My family will NEVER go to Starbucks again! ROMNEY RYAN 2012...LANDSLIDE!

@LonaLorraine @Starbucks My family will NEVER go to Starbucks again! ROMNEY RYAN 2012...LANDSLIDE!

Thanks @Starbucks for your Carmel brulees!!! http://t.co/6HOSLedU

can't feel like a proper dirty hipstah in @Starbucks without my fav dirty hipstah @ninamarie573 #missyou

@britbartlett likes @Starbucks? #couldnttell

Little bit of Christmas #RedCups at home @starbucks http://t.co/CGvo9BnD

@MikePacey @Starbucks I'm with you, day three of boycott. I can live without their coffee. Can they live without conservative customers?

I can't consume enough @starbucks today. ☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕☕

@laurenbolter @4oh2design @starbucks peppermint mocha is way better

~I've seen your face before my friend, but I don't know if yo... It's me! In the Air Tonight by Phil Collins (at @starbucks) #67" http://t.co/HeLWKqmuV

LonaLorraine @Starbucks My family will NEVER go to Starbucks again! ROMNEY RYAN 2012...LANDSLIDE!

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@Starbucks 18 mins for an iced coffee! Clearly u guys need my staff for Sunday mornings. #farwest&hartlane

@SeaGalAlexa @starbucks Hawks must win today to keep a wildcard playoff hope alive. Not much chance to win the conf. SF just too strong.

@starbucks happy day gingerbread is back!!!

Think they used the same tongs they used on a cinnamon something as my bacon sandwich @Starbucks. The cinnamon remnants were a yummy addition.

Work is stupid busy today! @Starbucks

I cannot get @Starbucks site to work on Chrome or Firefox. Can't get ecard. #firstworldproblems

A free drink runner discount and the freebie on my @StarbucksCard makes for a great Sunday start. Thx @Starbucks!

Why does the @Starbucks store have really pretty things and I can't order them!!! Damn living in the UK

Now you no its nearly Christmas @Starbucks #redcups http://t.co/XrC6hgA8

@Starbucks Holiday Cups are out. Made me smile a much needed smile™️ http://t.co/xxXu29xW

Not sure umm which one @starbucks http://t.co/1EyjYYP

@Starbucks Need corporate sponsor Bullying Awareness week re Wristbands for kids #BAW12 http://t.co/Wx8j69VG

Mmm creme brûlée latte (at @Starbucks) â€” http://t.co/ZDOA7Y8e

I wish I had some @starbucks

Thank you @Starbucks for bringing back your Christmas drinks just in time for my free bday beverage!

Found a lil java oasis at #wcraleigh http://t.co/coy0lyAHD @Starbucks

Productive Sunday complete with @Starbucks (@Collaborative Media Room) http://t.co/4c52s8VV

I'm at @Starbucks http://t.co/77fPwKk

@Starbucks tastes good on a cold morning! http://t.co/z7iPgKR

you know what i need need that sandwich with bacon and cheese from @starbucks that is what i need

Play hard, work harder. Can't believe I woke up 'so early' this morning. (at @starbucks) â€” http://t.co/94NnYIN

@Starbucks What all qualifies in "brewed and iced coffee and tea refills"? Is that just saying all the drinks or...?

@Starbucks Starting this morning with the usual #passiontealemonade before work. Delicious as always!! http://t.co/qqttWdDn

Just spent 5 hours in @Starbucks catching up with the girls ♡♡♡ #amaze

Nothing is better on a Sunday morning then @Starbucks and @AEO. #Truth #Fact

I love @Starbucks at this time of year ♡♡♡

@karabic @jackiestoy4 @Starbucks @yumyumzeppolis I'm at church

I could go for a salted caramel mocha frap.. Anyone want to bring me one? @Starbucks

@lucy993 @Starbucks So ming

Sowing an reaping just worked @Starbucks! Bought the 2 army ladies whatever they wanted &amp; Starbucks then hooked me up! #supportourtroops

Let's go visit @jackiestoy4 at @Starbucks :) @DeAngelia1108 @yumyumzeppolis

I love how my @starbucks card has that SHINE to it ;P #VIPtreatment

How I luv my @starbucks rewards!! #freedressingsgoodthing http://t.co/307Ub7tY

Scored a free Toffee Nut Latte today!! Thank you @Starbucks

I'm quite disappointed in @Starbucks, putting out their Christmas drinks before Remembrance Day... #RespectRemembranceDay #lestweforget

Wish @Starbucks had a few vegan choices for treats. Make it so Starbucks.

I still have no power, that's why I'm at @Starbucks charging my shit.

My first #redcup of the season! Thanks @starbucks http://t.co/OYx6DlC

@Masonglazier @Starbucks TOTALLY!!! :) #FamilyRocks

@starbucks you should have a delivery service to aid my skinny peppermint mocha cravings. Just a thought.

@starbucks

@Starbucks tastes good on a cold morning! http://t.co/z7iPgKR

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@starbucks

SEATTLE’S SEAFARING SIREN 168
SEATTLE’S SEAFARING SIREN

@starbucks my dear here i come! #love #coffee #friends #fun
Pos Brand

With @agramonte at @starbucks it!" http://t.co/eHuoMEF
IndDiff 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_Haney27 @starbucks That’s because your my sister and great minds think alike öl°$¥
IndDiff Brand

I voted for Gingerbread Latte as my top @starbucks Christmas Red Cup #VoteGingerbread #RedCupsAreComing http://t.co/3reu9t94
IndDiff N/A

Snookie is now apparently a @starbucks server at the #Phoenix airport @kysharbor @jerryshoercoffe
Pos Staff

Buy me @starbucks and you have found the entrance to my heart.
Pos Brand

Is it really christmas cup time at @starbucks?!?!? #besttimeoftheyear öÝâÓ•£óââ"
Pos Brand

There are fewer things i find more disappointing right now than picking up my @starbucks cup and finding it empty.
IndDiff Product

YES!!! @starbucks is back! I am happy. @starbucks #coffee #sandy @starbucks http://t.co/gK4o0lfF
Pos Product

@OPI_PRODUCTS @starbucks where’s your red cup!!? Love that ring with the nails! Lovely!
Pos Product

$99thefox the cheer group is growing at @starbucks in New Canaan http://t.co/ShIrHdRH
IndDiff Staff

@TonyThowand2007 been on a @starbucks boycott for a year now!
Neg Brand

@Kellen_Haney27 @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/3ZvLEQu
IndDiff 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 Product

@durnindoos82 @lougallimore @starbucks on it like a car bonnet.
Pos Product

Omg!!! Winter drinks are finally here at @starbucks!!! I'm freaking out happy right now! í°•àž»àžšôÝ¥âE
Pos Product

@starbucks http://t.co/8VmqBJ08H
IndDiff Product

It's officially Holiday season when @starbucks whips out the red cups! http://t.co/RHHeB?BM
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 MEEEEE
Neg Product

I don't feel so bad about losing sleep now since i've had 4 cups of coffee 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.
IndDiff 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/OUia0yF4
IndDiff Personal

Sunday morning @starbucks run in one of our fav Soft Shades, #CareToDanse. What's Sunday caffeine fix? http://t.co/042w13B
IndDiff 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 Product

Yum yum @starbucks öÝ$ http://t.co/k07uk4L6
Pos Product

Drinking a praline mocha from @starbucks #perfection
Pos Product

@dougallimore @lougallimore quick... in 2 4 1 b 5 :) I've had 1 today then a toffee nut nut haha cant beat @starbucks
Pos Product

Leaving the warmth of @starbucks to get gas, help neighbors, & amps; try to run errands. I will be covering @ChampSeries10s #morning at MSG.
IndDiff Personal

@Jamiechristlow I got you a @starbucks big bro öÝ$, http://t.co/gEmVwN
IndDiff 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, @masahale, @klout, @KhloeKardashian, and @starbucks, you're my top influencers on @klout! Who influences you? http://t.co/ZCN62vPF
IndDiff Brand

@starbucks this whip cream job is just pathetic!!! http://t.co/umw0UYH
Neg Product
SEATTLE'S SEAFARING SIREN

Let's go get a gingerbread latte @starbucks

Sweet baby Jesus it's been too long!! (at @starbucks) [pic] â†” http://t.co/6At7SDqW

Brisk fall walk in DT #Toronto w @Starbucks Christmas Blend coffee. #mykindasunday

@Starbucks for a pre-Church snack @ Starbucks http://t.co/WrXb59e

For Tina and I. (at @starbucks) â†” http://t.co/OZRJCAkim

Got a Gingerbread Latte from @starbucks today. It was sexy #RedCup

Yesterday, Pumpkin Beer and warm Pumpkin Brownie a la mode at @dogfish_ale. Today, Pumpkin Spice Mocha at @starbucks. #cold #comfortfood

Tea and muffin in @starbucks with @syrakearsley yay

If I can’t have #pumpkinspice, I’ll take @gingerbreadlatte @starbucks #mystheseson http://t.co/wPTd8lCb

This was free! Starbucks rock!!! (at @Starbucks) [pic] â†” http://t.co/gHVOGVpm

@Starbucks so happy its #Joy tea season! http://t.co/Qm6DfYWT

@Starbucks yall got coupons?

@Starbucks You sell so many plastic bottles and containers but none of your stores have recycling receptacles. Why?

@Starbucks! Mmm.. http://t.co/olGQWru

@Starbucks Imagine the aroma, the tinkling music of “Lovely Day” playing as coffee-deprived zombies stumble to the curb. #idreamof http://t.co/evHdGk7f

Apple rolling the copies of @Google @Facebook @Starbucks etc etc it seems! Someone should hate!

Pre game @Starbucks always hits the spot

Coming to a @starbucks near you in #Boston. More stores will come online this week! @NeverPowerless http://t.co/xvRtlkgl

Craving @starbucks

I want @Starbucks @RossWiemken @trilbs325

Why doesn’t @starbucks deliver yet? #needcoffee

Wearing my #voteNO shirt @Starbucks in Indiana and my barista says “I love your shirt!” Turns out those Boilermakers are not so bad.

@Starbucks it would be great if there was a way to add on a tip via your app

A cozy scarf is my favourite accessory for enjoying a skinny peppermint mocha @Starbucks #redcupchallenge http://t.co/eRighbpc

All my regular @Starbucks have been so bad across the board lately. What I the deal?

Pre game @Starbucks always hits the spot

Don’t know what I’d do without @starbucks. Thanks for your power outlets. And your free tap water. #tindly

Saw my first @Starbucks Christmas cup on Halloween - WAY too soon.

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

@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

I think they sprinkled humanity on my @Starbucks salted caramel mocha. I feel so much better now.

@KatieGeorge2 @starbucks I need to seek out a taza roja in BarÂ¡a ÓØ”

Pumpkin scone and an eggnog latte @Starbucks for some study time:) #yum

#boston @starbucks art http://t.co/WcINEACG

My Mint Tea From @starbucks Tastes Like Chapstick Smells

@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

Ordering the Tall, Skinny Peppermint Mocha @Starbucks. Sure hope it works! #fb

Let the holiday season officially begin @starbucks #redcup http://t.co/ok3925RJ

@PhFingers @starbucks love the red cups! It’s all about the sweet little seasonal things.

@Starbucks what a great way to start the day? Peppermint Mocha! http://t.co/HHbq4YY

#Mumfordandsons in @Starbucks, its gonna be a good day.

HOLIDAY CUPS FROM @starbucks @ Starbucks http://t.co/3qboLuZZ
At @starbucks â€” http://t.co/xDsBYXMD
@lovemomcara @starbucks it's on till 5 (and tomorrow I think) googoog!!
Indiff  Personal
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  Personal
My @starbucks app asked me to donate to the @redcross for #Sandy victims. Already donated but I &lt;3 that they asked me.
Indiff  Tech
India welcomes its first @Starbucks http://t.co/PTsQMPZC
Indiff  Staff
@Starbucks red cups are back in action!! #fralinechocha 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/fDCVZuWr
Pos  Product
@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
With John at @starbucks â€” http://t.co/HLXJi9VY
Indiff  Personal
@noember is here so fillingback with @thanksgivingblend from @starbucks @starbucks this morning #risenand http://t.co/lpqhgrzl
Indiff  Product
@starbucks - #dreamofa @starbucks van with smiling baristas touring my neighborhood every morning like an ice cream truck.
Indiff  Personal
@starbucks Christmas cups! @Starbucks http://t.co/qoGNgYX2
Pos  Product
Longest line at a @Starbucks ! #withRomano. :)
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 starbucks here. but I never been.
Indiff  Brand
Working on a Sunday sat in a freezing cold @starbucks in Chelmsford. Yet more fireworks 2nite + 2mo. Did I REALLY say I loved these events?
Indiff  Staff
@starbucks too much focus &amp; 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/fYNjUNiu
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 seasonal @ Starbucks Coffee Shell NLEX NB http://t.co/zY4NDLuf
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/XqQPunjP
Pos  Product
@starbucks holiday cups are here! This just made my day!
Pos  Product
Reworked the joy of Christmas spirit with my first cup of @starbucks seasonal @ Starbucks Coffee Shell NLEX NB http://t.co/zY4NDLuf
Pos  Product
@JelloPuss @dougieshroom @starbucks Does the boycott extend to salted caramel macchiatos? #rumble
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
Got my first @Starbucks red cup #redcup #xmas #starbucks #coffee #town http://t.co/mbp63MFb
Gratz @jacshock my famila! I heart @starbucks holiday cups join me &amp; @nice_surferlady online barefu http://t.co/X1D9Sio
Tis this Season...hallelujah! Thank u @Starbucks for always getting me into the seasons #Holiday #Cupojee # http://t.co/GMMCCw9m
@Starbucks cranberry bliss and peppermint mocha, why must you be so irresistible, so early in the morning #goodmorning http://t.co/Rx70hfW
Off my tits on caffeine, boy one get one free Christmas @Starbucks! #redcups #starbucks # http://t.co/p4wa0TO
Such a beautiful day, sitting in the sun @starbucks :)
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)
@yummy #coffe #needit #starbucks yes I drink coffee @ Toronto Pearson International Airport (YYZ) http://t.co/wEE0KZPF
Oh the things I would do if @Starbucks delivered ☕
First peppermint mocha of the year @starbucks #luv
@Starbucks cranberry bliss and peppermint mocha. #finally @Starbucks http://t.co/t6EqP6Fx
First red @Starbucks cup of the season! http://t.co/gx2AkI
Morning tweeps! Loving the @starbucks pumpkin latte this morning! Wonder how many calories are in this thing #notasking
I think everyone within 10 miles of @starbucks is here... Holly cow it's busy!
@Starbucks have fancy festive cups? We'd rather have an honest brew; try @gourmethotdogs @BottegaMilanese @LaynesEspresso :) #PayYourTaxes
@starbucks who thought it was a good idea for CEO to alienate 47% of the population, either 47%? Blatant disregard for shareholder value!
You know you're having an average day when a free @Starbucks is the highlight
@Starbucks peppermint mocha - oh how I have missed you! #sogood
Had my first cup of thanksgivingblend @starbucks NOW I miss my #markout
grant keeping the crew in stitches. #morningcoffee @starbucks http://t.co/HUw7EYDs
Third time in a row that they spell my name correctly @starbucks I guess that going in everyday is working
@thenewstribune it's ok. I was awake anyway, and it gave me time to read @thenewstribune at @Starbucks with my wife. #b#
@Starbucks I believe last election if you brought proof of voting you would get a free small coffee or something. Is that this year to?
After yesterdays fiasco and the pain today, I deserve a high calorie @Starbucks beverage. #limping #pain
Oh, @Starbucks holiday cups. #move
One of my lifelong goals is to never drink a @Starbucks coffee. So far so good. #CoffeeSucks
My favorite @Starbucks coffee mug fell 140ft today and these dents and a crack at the top are the only damage! http://t.co/d8m4Enlj
@Starbucks when r Egg Nog Lattes arriving?

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

<table>
<thead>
<tr>
<th>status</th>
<th>Tweet Tone</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
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<td>Election</td>
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<td>Product</td>
</tr>
</tbody>
</table>
@madavictoria yes. IT DOES. *takes last sip of @Starbucks skinny vanilla latte*

@starbucks Say your prayers @presidentromney

First peppermint mocha of the season @starbucks #booory http://t.co/QQGdwpM

Finally!!!!! A barista @starbucks got my name spelt right http://t.co/2UH0D5x5

@starbucks still doesn't make up for the fact that you took my free soy away after being a gold card member since 08

@starbucks thank you so much for today's #caffeinerush #afternoonpickmeup #coffee http://t.co/dRc0IKsa

FREE Indivisible Bracelet November 6th at @starbucks http://t.co/nAgkceIo #Freebies #Starbucks

@Starbucks i want that!! Is it at starbucks shop? *puppy eyes!!*

@Starbucks How about you give me a fucking frap instead?

@starbucks announced giving #RedCross $125,000. Now, w just 6 times more the RC's CEO's salary will be paid &;amp; we can start helping victims!

@jilpollack @starbucks I know that's disappointing... Hope that changes before you come back :)

@starbucks what is going on with the mobile app?? I lost all the stars I earned in October :( #saddamp;disappointed #missingstars

I just got a barista @starbucks phone number. He said he wasn't gay and i replied *this isn't about sex, its about our curiosity.*#win

@Starbucks , You're the greatest ever!! I love your Frappuccino's!! <3 :)

#saltedcaramel sweet square from @starbucks â¤ oh so yummy. http://t.co/y8mhUkEt

Mid day coffee ... @Starbucks (@ Starbucks) http://t.co/MCnLjsYV

@Starbucks Thank you for stocking Viera w/Marshmellow bars!!! I'm very pleased!!! TY! #domanique is #happy!

Guess who's going to @Starbucks in the morning? #thisgirl

Yayyy!!! Red cups are back!!! #holidays @starbucks #Redcups #christmas @starbucks http://t.co/fLDoeiyA

Yay!!! Red cups are back!!! #holidays @starbucks #Redcups #christmas @starbucks http://t.co/LDoeyA

@laurin_FMFDG Seriously, doesn't chocolate make everything easier?? I had peppermint hot chocolate @starbucks today &amp; it was delicious!

@Starbucks Thanks! Love me some #PSL (Pumpkin Spice Latte, for those who have yet to try). Enjoy your afternoon, friend! #coffee

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@Starbucks Thank you for stocking Viera w/Marshmellow bars!!! I'm very pleased!!! TY! #domanique is #happy!

@jodyperr i will take that @Starbucks coffee since there is #NOFREESOYMILK with a gold card anymore.  #SUPERBUMMED!!!

@Starbucks No thanks. You dont support US troops, I dont support you!

@harry1996 the cranberry bliss bar is back!!!!!!!

@koma11sen Oh I want that :D @Starbucks

@Starbucks I want a free cuppa joe!

Red cups have hit @Starbucks Stateside. All branches in the downtown area standby. I repeat, standby

@lauren_FMGD Seriously, doesn't chocolate make everything easier?? I had peppermint hot chocolate @starbucks today &amp; it was delicious!

@Starbucks of course not! #PSL (Pumpkin Spice Latte) is still available! #StarbucksNumberOne

@Jessica prepare to have your mind blown! # Reality Check!

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Yay!!! Red cups are back!!! #holidays @starbucks #Redcups #christmas @starbucks http://t.co/fLDoeiyA

@Starbucks Thank you for stocking Viera w/Marshmellow bars!!! I'm very pleased!!! TY! #domanique is #happy!

Guess who's going to @Starbucks in the morning? #thisgirl

Wee wee pee pee poo poo pee ness @PaulRyan @kony @Starbucks

Just remembered I got my Xmas blend markup today. So I'll be brewing that tomorrow with some cheeky toffee nut! @starbucks

Hey @starbucks, when I order hot chocolate, I expect it to be hot, not ice cold #disappointed

@JessLynnMoir @Starbucks Ha! Fun to be the cool kid, huh? :)

Flawless #MobilePayments @starbucks in #canada...not #NFC....same, simple #barcode experience as in US...not even a blip around currency

I need a espresso @Starbucks #autodealers

@Starbucks mint does not drink coffee just water, well he put back into law the blue laws and later pro'a'ba'tion?

@at @Starbucks its #PeppermintChTeaLatee

@starbucks with @witandpower_13 @a_darna @cutykeith http://t.co/wtXvMmUf

@Starbucks the cranberry bliss bar is back!!!!!!!

@koma11sen Oh I want that :D @Starbucks

@Starbucks I want a free cuppa joe!

Red cups have hit @Starbucks Stateside. All branches in the downtown area standby. I repeat, standby
@elliot_roebuck did u have a @starbucks spiced pumpkin latte it was unreal best coffee I’ve had in a while!!

Seasonal fix, at @Starbucks near you! http://t.co/RuIXa06d

@BeccaCrazyBoys Best birthday present ever!!! @starbucks

@Starbucks /BetterIdea, give them a sticker when they vote. Oh, wait.

#yaynessington confused @Starbucks http://t.co/Yzd2vQM

There is an old lady @Starbucks drinking scotch. In a glass. Straight up. She admitted it to me. My FaithInHumanity has been restored.

C’s first real drink @starbucks. http://t.co/t3HzAxk

Tonight after class I have a HOT (chocolate) date at @Starbucks with my lovely and wonderful girlfriend @kathleen chase26. Kinda excited.

I’m just now taking my lunch break. Happyday (at @starbucks) !/’” http://t.co/7lbsknMnl

Just tried my first PepperMint Mocha from @starbucks, #markthisday #makingsomehistory

I am the beast of the night!!! J’oie. Fogs by Kingdom (at @starbucks) !/” http://t.co/BKFpmmu

First visit to @disneyland pin for him, @starbucks for me :) http://t.co/YJCRClL

@VirginiaNq @Starbucks their mozzarella and tomato panini is good, you should try their panini sandwiches

@Starbucks in Ireland also ???

@Starbucks Raspberry Mocha @frappuccino is the best part of my day!

@Starbucks Getting kinda sick of Just a Gigolo.

You know X-Mas is around the corner when @starbucks and @secondcup have the holiday drinks flowing Î” #yum

Doing my marketing plan for class on @Starbucks ! I sure do love that company! :D

SPONSORED: Make your favorite @Starbucks beverages home at the touch of a button, thanks 2 all new @Starbucks Verismo http://t.co/RNqVQGico

Holy crap, @Starbucks, could you do something about your streaming station? Like have more than 3 songs?

@sneier @JackCash_ I’ve already had 5 of @Starbucks’s red cups. #favoritetimeoftheyear #grouppostingsoon?

uploading songs while laptop battery is shrinking fast and there are no sockets available at @starbucks!! I should sue them

@ChaseNews My friend Justin just received an @Starbucks gift card from you. Causing u to realize that you really are the BEST BANK EVER!

@Starbucks for some energy.

This is how full my Pumpkin spice latte was filled up today! I feel pretty ripped off! @Starbucks #cafeinefail http://t.co/UYgaKClQ

@Starbucks - went to local starbucks and was overcharged. Used my 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?

#MostWonderfulTimeOfTheYear

@RedCupChallenge yay. Two shots and I’m battling between overtired and over caffeinated. @starbucks #4Hl1dKCF

First #redcup of the season! Love @starbucks peppermint mochas http://t.co/RCc2LkOe

Still not used to people drinking beer and wine at @starbucks. http://t.co/Wj3MM5

#VOTE!!!!!!! In Diff #starbucks

Attention North Platte Nebraska @starbucks THIS is a lie. Because the drink you made has definitely got coffee in it. http://t.co/QSmqbE0z

@Starbucks I’ve got my Pumpkin Spice Latte and my test notes = Best way to study.

How I’ve missed thee. @starbucks #Gingerbreadlatte http://t.co/7loN0oYR

Most wonderful time of the year 0Y”$hY₂, #peppermintmocha @starbucks http://t.co/zhID36ix

@Starbucks: On election day, get a complimentary red, white & blue wristband at select Starbucks &amp; proudly show... http://t.co/OTX1UR7eo

I find that I am most relaxed and creative ideas come more frequently when I’m at @Starbucks #graphisdesignerthoughts

@jf1216 @Starbucks united Geo relevant, time sensitive info. The Starbucks implementation is kind of lame though.

@TricemStrat in the @ShPk_News for #CashMob Next one is Nov 19 7pm. Meet @Starbucks Lakeland Dr #shoplocal #shop http://t.co/3Pjy96F

Got a free pumpkin spice from @starbucks because of a long wait. #goodcustomerservice .. Is it sad that this made my day?

You know, @Starbucks should commission me for my organic pumpkin chocolate chip bars. They rock.

@garyLomas Let’s hit up @Starbucks when you are back from NYC.

Needed this since this morning. @starbucks @caila_143 falsecero #redcup #whitechocolatemocha #carmelfrapp http://t.co/JIHWehT
@starbucks - ever think about what your coffee is doing to tongues around the world?!
InDiff  Product
Only thing that gives me joy about winter @starbucks #redcups
Pos  Product
@Starbucks mmmmm..... I miss the summer!
Pos  Product
I wanna kill my sister. I bought Carmel Macchiato @Starbucks ice cream and she stole it, hide it and 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! #fistjob #starbucks
Pos  Work
Disappointed with @Starbucks. They took my stars away with no explanation. Not buying any more until I get them back.
InDiff  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 brûlée latte in this kind of weather. â
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. øV``
InDiff  Brand
#REDStarbucks @Starbucks
Pos  Product
@caitlynwigand I walked up to @Starbucks by my house not looking forward to walking back
InDiff  Personal
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/emhpj6ez
Pos  Product
Diligent citizens are filling out their absentee ballots at @starbucks. #vote #WA http://t.co/P4PGKmp
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/lfhTq8
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, but by a calendar!
InDiff  Brand
Theres only one explanation for my diminishing bank account: The holiday drinks are back at @Starbucks. #addicted #gingerbreadlatte #yum ☕
Pos  Product
Festive @starbucks http://t.co/mAtFpiZ1
InDiff  Product
Am I the only one who's had that dream where I'm bathing in a tub full of strawberry frappuccinos 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/EQuonr3M
InDiff  Brand
Theres only one explanation for my diminishing bank account: The holiday drinks are back at @Starbucks. #addicted #gingerbreadlatte #yum # Starbucks http://t.co/ZIPyB1z3
Pos  Product
Festive @starbucks http://t.co/mAfPzpZ1
InDiff  Product
Proof that winter is already here, @starbucks has broken out the festive red caps 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 �� #winter #starbucks #redcups #snowman #musicnotes #gingerbreadlatte #Starbucks http://t.co/ZIPyB1z3
Pos  Product
@Starbucks @SUPiratesGolf @SU-speccoll You've been quoted in my #Storify story "Homecoming & Reunion Weekend 2012" http://t.co/nzGq5BB3

I can't spell today either!! I meant @starbucks apparently can't make frappuccinos today....and that I'm disappointed. Rawr.

Finally got a Christmas cup! Giggity giggity 😅 NSURL% 😄 @Starbucks

Just finished a delicious #peppermintwhite mocha in mah @Starbucks #holidaycup ! &lt;3 http://t.co/JE2ZnzqZ

@Starbucks needs to take the gross peppers out of their paninis #ruinsthetaste

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 :/

@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.

#RedCupsChallenge day 3 in a row @Starbucks http://t.co/1xWyKQ3z

Gingerbread over pumpkin spice. Red cups. Yes. @starbucks http://t.co/X50SCLXB

Just saw a customer ask a @starbucks employee "do you have #coffee?" No they sell flying pink elephants!

@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.

#RedCupsChallenge day 3 in a row @Starbucks http://t.co/1xWyKQ3z

@Starbucks please please say 'happy birthday to @kevinjonas

@Starbucks AMERICA!! YEAH!! USA! USA! USA! USA! USA! USA! USA!

@Starbucks wonders if Indiana is a participating Starbucks, hmmmmm....

@Starbucks now has its own coffee machine brand: Verismo. And that's a wrap, Christmas wishlist DONE, sign sealed and delivered.

Dude F*ck Montebello @Starbucks you guys mess up my order every single day. PS my not non-fat latte not capp is in your planter outside.

@Starbucks Would rather get a free coffee and alternate voting choices but okay a free wrist band sounds creptacular xoxo

...hey @Starbucks...been waiting to receive my gold card for awhile now...when can I expect it?

@Starbucks: On election day, get a complimentary red, white & blue wristband ... & proudly show your support for America. #indivisible

@Starbucks plez follow me

So @Starbucks now has its own coffee machine brand: Verismo. And that's a wrap, Christmas wishlist DONE, sign sealed and delivered.

Photo: Just got @Starbucks #gold #yum http://t.co/o6cBpNQW

Afternoon treats with mariosus16 @starbucks #redcup http://t.co/VGXSx9LF

I had my first latte today and I'm addicted...thank you @starbucks
@Starbucks which ones in Fresno/Clovis, CA area???
@aklak12 we should go to @Starbucks tomorrow so we can get a free wristband...
Whenever I use my @Starbucks app to make a mobile payment I feel super high tech. #notgonnalie #cool4school
@Starbucks got mine!!!
@Starbucks I can't find any if this cute travel gift cards
Two for two weeks now my @Starbucks is OUT of apple juice for their caramel apple spice drinks. Get your act together @Starbucks!
@Starbucks thanks, but i’m a boy. #ajsgfjm.
First free cup of the year!!! @kat_riosoco @Starbucks http://t.co/4CeoV1dY
Proud #beapartner! Thanks for sharing, @adambrotman: A Fantastic @Starbucks Customer Experience Story http://t.co/K1kSEU2ija
@starbucks why is it, whenever i redeem a free drink coupon, they away taste bad or my order is messed up? just wondering
@GracieK19 @starbucks oh but i am. everytime i go in a city where there's at least one, i literally buy everythiiiiiiiiing
Love this. So ambitious. - "Inside @Starbucks $35 Million Mission To Make Brand Evangelists Of Its Front-Line Workers" http://t.co/AdHtmAxD7
@starbucks I paid $5 for mine a year ago, and you're just giving them away tomorrow? unfair
Why can't every company give me the same amazing service that I get consistently @Starbucks... any and every starbucks! #getitright
Hey, @starbucks just hit gold level... How do I get my free drink?
i wish there was a starbucks in my city @Starbucks :
@chopstickhero agreed... hate to compare competitors but @Starbucks has their card in their app is the right way cc:@TimHortons
Treated my kids to after school @starbucks
My good @Starbucks experience from earlier just got ruined by a rude barista who charged me for soy in an iced coffee, which is not ...
@Starbucks / Illustrated support - please #VOTE !
@Starbucks thanks for the follow, can you guys say Hey to me?
@LmoxSpMail @Starbucks And only 70 calories in a grande! #solo #tasty
@Starbucks @Hannah_faith92 Get me one! "#$@"
FYI they already have christmas cups at the starbucks. for me it’s still summer.. #Mexico @Starbucks
Xmas blend @starbucks mmmm in pack those boxes @ Starbucks http://t.co/SwWCmIYc
Mocha Cookie Crumble @Starbucks #CanGetEnough
@Starbucks I swear if you built a starbucks in my city, it would get SO MUCH BUSINESS. Oh my god. I need one here.
@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
@Starbucks I will definitely be there :)
@Starbucks and in turn, show your support for Britain by paying tax
@Starbucks I love you omg
The best place! @Starbucks! Obviously!!!!
Definitely I love @Starbucks so much **
@Starbucks do you guys sell macha powder in stores? InDiff Product
Original @starbucks!!! http://t.co/mmtWl1Sd Pos Staff
the streets of NYC were extremely too quiet and calm for a Monday lunch hour. I ACTUALLY got a seat in starbucks! @Starbucks Pos Staff
Its asshole day in the Wantagh @Starbucks ... Neg Staff
@Starbucks back in the day, when adults voted at booths, we got stickers, will this be the next gens sticker? InDiff Election
@Starbucks Are they a tax deductible item? InDiff Brand
Heartbroken that the @Starbucks near me doesn't have Pumpkin Lattes anymore! It's too early for the winter flavors ðŸ‡º Neg Brand
@jackienaps @starbucks oh yea!! We're going! InDiff N/A
holy moly, i forgot how delicious the @starbucks peppermint mocha is. oh, how i've missed you. ðŸ‘‘ Pos Product
@Starbucks follow me please! InDiff Brand
@JacquesGallant @Starbucks I know, eh! :)) InDiff N/A
@Starbucks, I appreciate that you have double quilted toilet paper. My asshole feels wonderful. Pos Brand
#lunch time: @starbucks #coffee and getting #kicks with Christina! #dontjudge @ Target http://t.co/Eeu58imd InDiff Personal
In such a good mood now because i finally got my @Starbucks #relaxed Pos Brand
@Starbucks Pixie Lott lovesssss your gingerbread lattes!!! Pos Product
A free tea latte because I'm sick! I'll take it! Thanks @Starbucks Pos Brand
@Starbucks how do you find out what stores? InDiff Brand
@Starbucks Is that just for coming in, or with a purchase? ðŸ‡º InDiff Election
@Starbucks I will remember to wear my #indivisible wristband tomorrow. I got it last year on the first day they were available. ðŸ‡º InDiff Election
@Starbucks Hi, is this at every Starbucks?? Specifically ones in/near Norfolk, VA Beach?? InDiff Brand
@Starbucks can I get this in Canada? ðŸ‡º InDiff Election
@Starbucks can I get this in Canada? #indivisible InDiff N/A
@Starbucks I'd prefer complimentary soy InDiff Brand
@Starbucks please follow me &lt;3. InDiff Brand
@Starbucks- I will be there!!! InDiff N/A
@Starbucks wrist bands and holiday cups, is there anything better? Pos Election
@Starbucks follow me Starbucks follow mee please InDiff Brand
@Starbucks and thanks to your CEO for support of our President Obama for another term Pos Election
@Starbucks is there a list of participating stores? InDiff Brand
@Starbucks NO. InDiff N/A
@Starbucks please follow me, you guys are the best coffee in the world. Pos Brand
@Starbucks I know where I am going tomorrow! Pos Brand
@Starbucks skinny peppermint mochas taste even better after sitting in the fridge overnight #weirdbutgood Pos Product
@thering had a #saltedcaramelhotcocolate from @Starbucks today! Yum Pos Product
Gingerbread lattes are back...thank you @Starbucks for making this sick girl feel better today! Pos Product
@Starbucks Fooollloooowww meeeeeeer Pos Brand
I need @starbucks right now #thirsty #coffee InDiff Product
@Starbucks You need to open Starbucks in Denmark!! We need it here!! #LoveStarbucks InDiff Staff
I prob should invest in @starbucks bc I'm there so much. InDiff Brand
@Starbucks @karolineeb @KatherineB13 yr gotta get me one :) InDiff N/A
Figure 6 – Tweets About Starbucks (11/6/12)

<table>
<thead>
<tr>
<th>status</th>
<th>Tweet Tone</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>@starbucks <a href="http://t.co/VKMI1XSe">http://t.co/VKMI1XSe</a></td>
<td>Indiff</td>
<td>Brand</td>
</tr>
<tr>
<td>first christmas cup of the season &gt;&gt;&gt; <a href="http://t.co/ISOGSmJ0">http://t.co/ISOGSmJ0</a></td>
<td>Indiff</td>
<td>Product</td>
</tr>
<tr>
<td>@HeyItsFree my @Starbucks didn't have the bracelets ... :/</td>
<td>Neg</td>
<td>Election</td>
</tr>
<tr>
<td>Thank you AJ from @starbucks for my coffee! My day is looking up. @Starbucks <a href="http://t.co/3VxHsG">http://t.co/3VxHsG</a></td>
<td>Pos</td>
<td>Staff</td>
</tr>
<tr>
<td>Buy me a starbucks, and you'll instantly become my most favourite person in the world. #easilybought @Starbucks AMEN! GLORY TO THE LORD! Worship Him, the God of our salvation. G... <a href="http://t.co/Rah0nO">http://t.co/Rah0nO</a></td>
<td>Indiff</td>
<td>Brand</td>
</tr>
<tr>
<td>Time to blissfully mark @starbucks <a href="http://t.co/JMj5vOD">http://t.co/JMj5vOD</a></td>
<td>Indiff</td>
<td>Brand</td>
</tr>
<tr>
<td>I gotta say, I really like new the @Starbucks food packaging. #design</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>@nmeeder @starbucks OMG I thought the same thing lol</td>
<td>Indiff</td>
<td>N/A</td>
</tr>
<tr>
<td>@Starbucks enjoying a cup of @Starbucks at a #conference for work #yum #backplacelf <a href="http://t.co/ewwHPlcK">http://t.co/ewwHPlcK</a></td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>@sunyching if you go to @starbucks, they'll give ya some free swag (bracelet)!</td>
<td>Pos</td>
<td>Election</td>
</tr>
<tr>
<td>Big giant thank you to my barista @starbucks today for taking my frenzied look to mean I REALLY needed a free latte! Love!</td>
<td>Pos</td>
<td>Staff</td>
</tr>
<tr>
<td>Like woah we're doing #cranberry. Date w @jenfitz @starbucks! <a href="http://t.co/Ts10LO8H">http://t.co/Ts10LO8H</a></td>
<td>Indiff</td>
<td>Personal</td>
</tr>
<tr>
<td>Starting to think im hot @starbucks drinks intolerant #caramelbrulee;</td>
<td>Indiff</td>
<td>Personal</td>
</tr>
<tr>
<td>@Starbucks I want free stuff!</td>
<td>Indiff</td>
<td>Brand</td>
</tr>
<tr>
<td>Thank You @starbucks #Forward <a href="http://t.co/YHsMNcD">http://t.co/YHsMNcD</a></td>
<td>Pos</td>
<td>Brand</td>
</tr>
<tr>
<td>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</td>
<td>Neg</td>
<td>Brand</td>
</tr>
<tr>
<td>Salted Caramel latte &amp; regular coffee @starbucks #caramelbrulee; @Starbucks <a href="http://t.co/WS3Hldc">http://t.co/WS3Hldc</a></td>
<td>Indiff</td>
<td>Product</td>
</tr>
<tr>
<td>I love tweeting llamas and @starbucks</td>
<td>Indiff</td>
<td>Brand</td>
</tr>
<tr>
<td>My day just got SO much better!!! Got my @starbucks #caramelbrulee; Yum yum #war &amp; #fuzzy</td>
<td>Pos</td>
<td>Product</td>
</tr>
<tr>
<td>free drink from @starbucks I love you</td>
<td>Pos</td>
<td>Brand</td>
</tr>
<tr>
<td>Just got a free coffee for voting! Thanks @Starbucks for feeding my addiction! #coffeecoffee #coffee</td>
<td>Pos</td>
<td>Election</td>
</tr>
<tr>
<td>@starbucks where the fuck is my gold card?</td>
<td>Neg</td>
<td>Brand</td>
</tr>
<tr>
<td>Smokey loves my INDIVISIBLE bracelet!! #voted @Starbucks #mycatshavemybabies #flurrymonster @BarackObama <a href="http://t.co/8Xy2Nebe">http://t.co/8Xy2Nebe</a></td>
<td>Indiff</td>
<td>Election</td>
</tr>
</tbody>
</table>

Boyfriend got me @starbucks because I got high marks on my tests :) #bfftreats http://t.co/AH5T3BU

I don't know what's happening, but all the awesome @starbucks coffees are disappearing from the average stores. #SpringHill barely has any!

@Starbucks but iyl why don't you follow me

Hope the @Starbucks near work is doing this!

@Starbucks please follow me!

@Starbucks Yay for the Thanksgiving blend and for this fall's different drinks! #Coffee #Starbucks

@Starbucks how about Mexican hot chocolate on the menu????????

@Starbucks follow meeeeee

@Starbucks if y'all followed me, my life would be complete. Just sayin.

@Starbucks STARBUCKS IN VENEZUELA

@Starbucks but ily why don't you follow me

@Starbucks please follow me!

@Starbucks OMG I love starbucks

@Starbucks please follow me!
@Starbucks is my life.
@Starbucks giving away free patriotic wristbands today! "Indivisible, with liberty and justice for all." http://t.co/ZyM3oRb
@Starbucks hey starbucks i love your beverages and also your muffins would you mind following me?
#instacollage #election2012 #createjobsforamerica @starbucks @starbucks #freebracelets #indivisible http://t.co/0uRb
I should sit here at @starbucks more often look at ll the complimentary coffee I love ptous job @ Starbucks http://t.co/8YCoo5
Thank you @starbucks for me free bracelet. #Vote
@Starbucks your soy chai lattes are my drug okay
@Nikkip83 I wish @Starbucks could wait until after Nov. 11th too!
I love @starbucks more than I love politics and that's a lot of love
Go to @Starbucks, prove you voted, & get a free INDIVISIBLE wrist band. See starbucks fan video: http://t.co/wwbNt5XQ
I swear that people stand in a @starbucks line longer than in a line to vote. See starbucks fan video: http://t.co/wwbNt5XQ
@starbucks i like free coffee n stuff
@Starbucks will you be offering k-cup #christmasblend this year? I've been waiting since last holiday for it!
Voters need to be fans of AMERICA like they are FANS of @starbucks and #vote http://t.co/wwbNt5XQ
Free bracelet at @starbucks http://t.co/sMrOyq
It looks like I'm the only one without a @Starbucks "Indivisible" bracelet. I might have to get one after work to show my #American pride.
Join us tomorrow morning @Starbucks on the lobby level where we'll be sampling the delicious Caramel Brulee Latte! http://t.co/o1bNirWy
@Starbucks woahhh I want a free drink (:}
@maddie_1D @starbucks could I have a free drink? pretty pretty please :) haha
my favorite part of winter is the red holiday cups at @Starbucks http://t.co/29B9UJ5
@Starbucks really knows how to put the "fee" in #coffee.
Actually got out of my car to go into @Starbucks to get an Election Day bracelet, but they were out:( #firstworldproblems
Finally got my 1st @Starbucks red cup 4 this season! #Redsinthehouseyo! http://t.co/0e4hzuW
Thank you @Starbucks for confirming that I do indeed have an addiction! ☕ #12StepProgram #Coffee http://t.co/NA2UkLl4
Watching a first time @starbucks customer be rung up by a trainee. awkward
@Starbucks is giving away free #Indivisible wristbands with your voting sticker. http://t.co/RJH6QqKt
That amazing moment when @Starbucks employees go above and beyond to make your day. #amazing http://t.co/bNS93Ml
Off to @starbucks with @britanyk99. STUDY TIME.
Mid-day @starbucks run for my first Peppermint Mocha of the season! (@ Starbucks) http://t.co/VzNvgs1d
@starbucks I voted and went for my #indivisible swag. Bummed that my local store was out.
Did you miss yesterdays #mondaymorsels? http://t.co/ySQ3hUHu featuring #masonjars @GlossyBox_ca #brunch & @starbucks
Off to @starbucks with @britanyk99. STUDY TIME.
You know you're on a budget when @Starbucks becomes a #luxury.
@starbucks "indivisible" bracelet for voting! Nice voter #swag! #devote #election2012 http://t.co/XDPa3HJu
@starbucks my cup isn't red and holiday themed #depressed
Forgot my password to my @Starbucks app!!! :(( #hate #christmasblend #coffeeday #coffee My #30dayproblems #coffee
I feel so American. Mainly because I got a free bracelet at @Starbucks. http://t.co/RJK64UVG
Just rocked the vote now time for a pep mocha Frap @Starbucks yum!
Thanks @Starbucks for the voting day present...and the yummy beverage... http://t.co/6DiyW5dS
@Starbucks indulged in my first gingerbread late of the year today? http://t.co/GfQMPAR
I always forget to use my free drink now that it doesn't come in the mail. @StarbucksProblems @Starbucks
I just got a salted caramel hot chocolate from @Starbucks and you are so hating with jealousy.
Peppermint is back @Starbucks. My life is complete!

Have you voted yet? Our #1 Best Coffeehouse, @Starbucks is offering FREE "Indivisible" bracelets to those who voted! http://t.co/6COXx9

@Starbucks Didn't think u were taking away starts w/ the changes. Re-loaded last week &amp; whoosh went my stars to 1-System glitch? Emailed CS.

Need a dose of @Starbucks!

@Starbucks Thanks for the Indivisible bracelet! #election2012

@Starbucks Venice, CA store on Washington is the WORSE store I have been 2 in a while. NO BATHROOM 4 customers &amp; baristas w/attitudes? WTF? @Starbucks changed my name to April hahaha. Fuastrollinwihtht http://t.co/UmtOCFz6

@Starbucks WASSUP STARBUCKS

NOBODY MESSES WITH MY @STARBUCKS STORE! Aka just fought a guy trying to steal bags and bags of coffee from my regular @Starbucks store. Starbucks is giving customers awesome bracelets! @starbucks #starbuckscard #starbucks #election2012 #indivisible http://t.co/woosBDuU

@empresskritina you had to ask em, that's what i did after seeing a bag of the wristbands @Starbucks)

. @Starbucks heard we were out of coffee. They offered it to us for free!!! Amazing!!!! #voteno

What is more interesting than how tmnf played tonight - That a med @Starbucks Gingerbread latte has more calories than a 25min light jog!

Look what i got at @Starbucks today! #election2012 #ILoveFreeStuff http://t.co/a2U6V9kB

@Starbucks @maddie_t_d that's so cool hahah

Try Sleeping With a Broken Heart by @aliciakeys (at @Starbucks) http://t.co/TjXqxtaW

@starbucks I love you <3

I really want to try a peppermint mocha frappuccino from @Starbucks. http://t.co/3LG3Fx0z

Excuse me @emitchell86 @Starbucks @katybowen95 @hollyautumnnnn @taylorr19 make sure you drink your coffee/hot chocolate at boiling temperature! brrrr!

@Starbucks heard we were out of coffee. They offered it to us for free!!! Amazing!!!! #voteno

I'm sorry but the @Starbucks gingerbread latte is nowhere near as yummy as @Costacoffee

I'm really starting to miss the @starbucks Gingerbread lattes. I really want to try a peppermint mocha frappe from @Starbucks. I want a peppermint mocha frappe from @Starbucks.

Thank you @Starbucks for my FREE bracelet for showing my I VOTED sticker!! http://t.co/sYE54AxP

YUMMMM RED CUP challenge #cold #weekend #Starbucks #awesome #yummy #warm @Starbucks http://t.co/sZLPYUeL

@Starbucks may as well just hire me now, i accept the job. #hotchocolate http://t.co/pt7xXB8v

#cool Look what i got for sporting my #Ivoted #sticker  @starbucks http://t.co/24n3E1Bg

Enjoying some soothing Cinnamon Spice tea from @Starbucks just peeked out. Not the best, but so warming. #cold &amp; dreary

Everything but a pumpkin spiced latte because the girl at @Starbucks is stupid and wouldn't give me my free birthday drink. So rude.

All of a sudden got a craving for something hot and chocolatey from @Starbucks

Scopia Demo Challenge: RegisterÂ http://t.co/5e2W2Y2OhA and If it takes &gt;10 mins = you win $10 to @Starbucks!videconferencing

I'm sorry but the @Starbucks gingerbread latte is nowhere near as yummy as @Costacoffee

I'm actually starting to think I just need a daily dose of @starbucks (or maybe @Costacoffee) to keep me going. I really want a peppermint mocha frappe from @Starbucks.

I'm sorry but the @Starbucks gingerbread latte is nowhere near as yummy as @Costacoffee

Walked into @Starbucks for a latte the other day &amp;amp; was pleasantly surprised to find theappotheosweek to be Great British Chefs Great App!

Please go through the Cool Springs @Starbucks just so you can talk to the guy working the drive through. Hi-larious! #thanksformakingme laugh

Honestly Caramel BrÂ’sÂ’ Cappuccino is just so easy to make &amp; no need for a billion ingredients. #peppermintmochafrappe

Stop by @Starbucks, tell your barista you voted, and you'll be the proud new owner of @ Old Town Alexandria http://t.co/9PoF9wk

Just another day at @Starbucks. #Sheriff times 3! #coffeewithcoolpeople. It's beginning to look a lot like Christmas! Via @Starbucks http://t.co/LnYBICor

@Starbucks how do we know which Starbucks are giving away the wristbands?

3:30 is perfect time for some Thanksgiving Blend @starbucks. #hotcoffeewithcoolpeople.

@pandora is the only thing keeping me awake. in need of a @Starbucks intervention... @smellyreppen ?

Taste testing w/ Tuan, tee tee, &amp; Anne #Thanksgiving blend with lemon loaf (at @Starbucks) [pic] â€” http://t.co/4K7vEjxM

At @starbucks â€” http://t.co/9F9QeCXW
Goals. (at @starbucks) id? http://t.co/mkLoqVvAM

So happy to see that @Starbucks already has holiday cups!

@StrattonSt2007 and I just performed our civic duty as Americans... With @Starbucks in our hands too! http://t.co/VrVwhrE

Here until 10:45ish! (at @starbucks) id? http://t.co/16WhfQF

In the mood for a White Chocolate Mocha from @Starbucks ... anybody wanna buy me one? I’ll love you Forever!

First red cup of the season! @starbucks http://t.co/UVhLXbcW

Love love love that @Starbucks red cups are back #besttimeofyear

@_PrissyPants @smartblonde @starbucks same! That's so awful!!

Thanks @frappuccino @starbucks. (good to know I recently bought expired coffee and drank a little bit... # http://t.co/bEzS4hZ

I went to @Starbucks today and got a pumpkin spice latte that is as productive as this day will get for me.

Showing support! #beapartner @starbucksjobs @starbucks #Indivisible #Bracelet #Election #Day #Create #Jobs http://t.co/nPf3hac

@spidey walks into @starbucks and all the girls walk out

Day 6: I am thankful the red cups are back @starbucks. Also thankful I had a Gingerbreadlatte while I waaie http://t.co/3G1Jy8U

Off to work. Hopefully stopping at the @Starbucks next door and grabbing one of those nifty bracelets.

@_SmartBlonde @midwestprobs @starbucks I'm SUPER upset for you!

Got my free "indisvisible" bracelet from @Starbucks with my voting sticker! ØY â € http://t.co/5570hK

Coffee is my life! @starbucks #coffee http://t.co/6j6ilipka #rednails #redmanicure #redlips http://t.co/GH55Q04X

Pumped my a/c so I could enjoy my @Starbucks salted caramel hot chocolate http://t.co/3HYDQye2

I got mine thanks to @KatieElizabet Tweeting that @Starbucks was giving them away in honor of #election2012 http://t.co/AxMOVUJUL

Something looks wrong! @starbucks http://t.co/bdfETYX

Starbucks treat for those who voted today! I ♥ @Starbucks http://t.co/o5JhakJ

Thanks @starbucks for the patriotic arm swag today! #election2012 #indivisible http://t.co/XaYe8UM

Wish I could afford a $5 cup of @starbucks coffee right now #brokeprobs

All I wanted was a holiday cup. Thanks @starbucks for ruining my Christmas cheer http://t.co/UHG7KcPW

I'm starting to think that I'm taking too many pics of my @Starbucks ... #rednails #holidaycup #fall #au http://t.co/go5CmPQA

@Starbucks beverages home at the touch of a button with the all-new Starbucks Verismo. http://t.co/7OPDe13 I'm yes please!

@starbucks #cakepops might be the only thing to brighten my day http://t.co/GnJaam9

@Starbucks I went to my local Starbucks and they were no more of the wristband giveaway.

@becca_meyers Have you had the @Starbucks salted caramel mocha? It is life changing I tell you! Life changing.

Anyone else feel fancy with a red lipstick imprint on their @starbucks red cup? http://t.co/m63hHuow

@TARALISAMARIE @starbucks If you're not at #UniversalFlorida, then perhaps search online for the nearest one...?

Hanging out w/ #spidey at @starbucks. Fyi he dont have any bottom teeth http://t.co/0xfdETYX

At Starbucks for my daily coffee if you're ever in @Starbucks

@nicoleandbri @starbucks lucky i will go get one right know

Stopped by @Starbucks for lunch and got my FREE Indivisible bracelet. #election2012 http://t.co/3fia8M2

Live coverage of the election via @Starbucks tip jar. Obama currently leads but there are many undecided. #Election2012 http://t.co/6n4ae03

@Starbucks I don't drink coffee (i can you guys buy me tee? Lol

*tigh* this really cute girl at @starbucks was crying for some reason, so I bought her a pumpkin spice latte bad:/

Totally ran into @PattonOswalt at the @Starbucks in #CulverCity this morning... Nice, polite &amp; looked like this! http://t.co/7oHeQPq #vote

hey @starbucks thanks for the free bracelet!

@Starbucks the 4:00 baristas in Boston's Longwood Medical Area are delightful!

The caramel brulee latte from @Starbucks is nailing it #newaddiction
@Starbucks http://t.co/qVISi80k In honor of the GINGERBREAD LATTE! Yes all caps were necessary. Pls RT :) Pos Product
Happy @starbucks Caramel Brûlée lattes are back. http://t.co/X39qoVfa 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:( N/A
@pinkosgaspoke 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 barrista didn't give me lactose-free milk. terribly hurting right now. (the worst) didnothatebecauseimintolerant 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/bHoHHzdys 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 #thisseason #drivethru #burr Pos Product
Thank you @starbucks for the free Election Day bracelet! http://t.co/eUAVsKiW 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 they 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! http://t.co/pMzZswR Pos Election
This caramel brûlée 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 ilv Pos Brand
Hanging out with my love on our 13th anniversary! (with Scott at @Starbucks) #â€” http://t.co/CoOuFOBD InDiff Personal
A cool day in Winnipeg but warm stuff in the cup! #redcupschallenge @StarbucksCanada @Starbucks http://t.co/Vw5BYOJM Pos Product
Trying some new treats... @Starbucks #refreshers http://t.co/kVCUjLQX InDiff Product
@Starbucks HEY STARBUCKS:D Pos Brand
@anna_telling @Starbucks asdfghjk! CHRISTMAS! #â€™ Pos Brand
Special thanks to a few GENEROUS sponsors @DieselCanada @Table17 @DavidTea @Starbucks @HarryRosen for @GiftsThatGives event @nyood InDiff Brand
@Starbucks red cups. :po Is InDiff Product
Look what @Starbucks gave me. Thanks guys! http://t.co/bye5dnJM Pos Election
@KatieElizabeth @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 Pos Staff
Go to @starbucks today, prove that you voted, and get a free INDIVISIBLE wrist band. fan video: http://t.co/3X7VIEj http://t.co/mB4B93zR InDiff Election
@Starbucks joy tea is the absolute best Pos Product
@BrendanPFarrell @Starbucks #firstworldproblems InDiff N/A
@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!😊
InDiff 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!! 😋
Pos Brand

My aunt came & cleaned our house, watched Ari while I went to @starbucks &amp; took us to lunch. I'd say it's a good day. :) I'm feeling good!
InDiff Personal

@juanalejandrock @mariahln @sarahtrman 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" &gt; 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

I'm in love with caramel brûlée lattes from @starbucks
Pos Product

I voted, got @starbucks, and they gave me a free bracelet! Not even mad they spelled my name wrong #GoAmerica! http://t.co/GZpCOXa
Pos Election

Today is a good day! δŶŽėa*ôİΩOÔθ Ashton @starbucks http://t.co/c2hiaq
Pos Brand

@Starbucks I'm just chilling waiting for you to follow me lilala
InDiff Brand

@joesaheen @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/3F7A8BoH
Pos Tech

I'm in love with caramel brûlée lattes from @starbucks
Pos Product

@GinaSteinhilber I want my @starbucks !
Pos Brand
I Voted, Didn’t get a sticker but I got an Awesome bracelet from @Starbucks. #IVoted #GoVote
@lauranudar3 @ChloeLaLa22 @Starbucks thank you so much!
@jennaseeb @Starbucks TAKEME
Need @Starbucks! #saltycaramelmocha
When did @Starbucks stop giving you a free drink with the purchase of a reusable mug?!
@Starbucks you should be honored to have @Harry_Styles follow you
@anhappyhapa! And I hope they never do. If they haven’t used @Starbucks - think our local restos should be safe. :)
@matie25303 @Starbucks #goodstuff
Thank you @megganmangan for my new fave @Starbucks drink - Caramel Brulee in a red cup. Perfection.
@Starbucks run? Yeah I think so!!!
Throwing on some clothes just so I can run down to @starbucks to get a free bracelet.
I could go for one of these right now... @Starbucks @StarbucksCanada http://t.co/Je2mQZGY
Holiday drinks are here @starbucks you rock #EggNogLatte ðŸ’
@conley0255 @starbucks right there with ya!
Gonna go to @Starbucks ‪#″AloneOfCourse‬
Funny, they endorsed O @DKinnamon: Barista at @Starbucks “Mitt going to win tonight? I want a real job after college.” http://t.co/O6PLLGLK”
You know the holidays are around the corner when @Starbucks brings these out. http://t.co/9b8fXq74
Wondering why @Starbucks charges more for iced coffee than hot coffee. Are 6 ice cubes really worth 30 cents?
Just got my free bracelet from @starbucks for voting. http://t.co/xWPnP57M
@AlyciaNBCLA @Starbucks hope no one said anything to you!!! Channel 4 crew in the morning, u guys rock!!!
If the cup looks like this, it must be official! @starbucks #holidaysarehere http://t.co/xd7M0oBG
I know the difference between need and want. And I NEED the new Verismo System from @Starbucks. Yes I do! :D http://t.co/YDDnt3R5
Gotta love @Starbucks ! #yum <3
Survived my first solo skywalk experience without getting *too* turned around. I think I'm going to reward myself with @Starbucks #peppermint mocha from @Starbucks! Used the free drink reward on my @StarbucksCard!
Just finished voting, now headed to @Starbucks!
Who has local election deals today? So far we've heard about a few @Starbucks @thehungrycat @SassafrasHW anywhere else?
The next best thing to @Starbucks... #NatraBoost #GreatProduct #One24 http://t.co/dPjF1Pd6
@Jessehazen @starbucks send me some please!!!! :) lol
Hot chocolate and scones @starbucks ! Comfort food for my broken laptop.
Ask for the “voters’ giveaway” at @starbucks today &amp; get an INDIVISIBLE bracelet for free! http://t.co/5E1sQYqX6
U R MY ONE AND ONLY U HAVE SAVED ME SO MANY TIMES ILY @Starbucks Can’t wait to get a Caramel Brulee Latte at @Starbucks after voting and get a complimentary bracelet thingy lol
Just some light reading @starbucks with amybuehler http://t.co/344HEwqH
@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 #BarackObama2012 @starbucks #create #bracelet #in http://t.co/5QgH5Ksu 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 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
@Chloealaka @Starbucks @laudurnus 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 Pos Product
@nicoleandbri @Starbucks are you nicole or brianna lol InDiff N/A
I love mocha at @starbucks @nyc Pos Product
Thanks for the Election Day swag @starbucks! #americasleslieknopeapproved http://t.co/wNUKQUC 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 #swaelex coverage all night on @krem2 @NWCN! http://t.co/qu LPsJBCM Pos Election
@chelleybally @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 VOTED... #Teachers #BarackObama2012 #create #bracelet #in http://t.co/5QgH5Ksu InDiff Election
I wish @Starbucks would follow meee :(( 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 & sigaret. creation & passion. #goodmorning #goodmorgen @starbucks http://t.co/Rh2N1nfRq InDiff Brand
I voted @tonibraxton and got hooked up @Starbucks this morning! http://t.co/2p64D17U 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
Changing my party affiliation to @Starbucks Pumpkin Spice #election2012 InDiff Election
@Fishn_4_FUN I wish someone would Sponsor me with a nice Grande cup of Bold @Starbucks :0) ~Then we go fishing after we are Properly amped~

Free swag @starbucks today for Election Day! http://t.co/6AU4H2dP

@Starbucks oh how I love thee!! It's funny how a great cup of coffee can make a day

Stressed out. In desperate need of a peppermint mocha from @starbucks

People in @starbucks on their laptops for hours on end should should pay some sort of rent. Or get a life.

Thx @Starbucks, this will match my I Voted sticker! Donated bc u gave this away freely. GenerosityBeginsGenerosity http://t.co/1eR7bS

MY LOVE FOR @Starbucks Chai TEA LATTE! Leave a comment Which hot drink do you like? http://t.co/7pCgbd

I'm starting to collect stickers for a @Starbucks 2013 planner. :)

I need a soy chai latte from @starbucks, ASAP. Being me one. Now.

Voting is exciting and so are Peppermint Mocha Latte's! @Starbucks

Hey, @starbucks barista- as fun as it is to repeat my order 6 times, why don't you try listening when you ask what I would like to have.

@Starbucks, I didn't get a holiday cup. Now, I feel left out. On the bright side, soy is awesome in this coffee. http://t.co/wMXZdl0F

@Starbucks Follow back :) @bleedblue1945 Yes I am! Got it this morning at @Starbucks! Trying to be patriotic today. :) #GoodVibes (Neg) #Election

Got my indivisible bracelet from @starbucks for voting today !vote http://t.co/mlfMaoqEx

Toffee Nut Latte @Starbucks &*• yummm It's Christmas Time!! \o/\o/\o/\o/\o/\o/\o/\o/\o/\o/\o/\o/\o/\o/\o/\o/\o/

@starbucks yum yum yum! Thanks for your Christmas special drinks! http://t.co/bxM6b2ro

Thank you @Starbucks ! http://t.co/MAoOggX

@hotpink_mommy @Starbucks coffee karma! It's great! Paying it forward! Happens a lot at Sbux :) @bakeMeHappy

Starbucks (@Starbucks) ran out of lids. Really?

Foxy chai @starbucks @holidaycup @Starbucks http://t.co/7G8Sbnij

@starbucks Holiday Cups thingsthatharlemehappy

Working lunch @starbucks @busy http://t.co/UPBwSXy

@frankwilkinson @Starbucks Where's the gingerbread !!!

Vente mocha with cream from @starbucks &•••

Peppermint White Chocolate Mocha and a Raw Bar !\*\* It's good. Thax @Starbucks #fan http://t.co/2e2mo0G

@ots @Starbucks You've earned virtual fuel -)

@Starbucks App 'Pick of the Week' is a Holiday Recipes &amp; Planning Guide ($4.99 reg price) Get it for free this week! http://t.co/nHF5yN (Indiff) #Tech

This is what happens when you stay up all night baking.. http://t.co/QKSvLyb #Caffeine @Starbucks @Refreshers #cake #espresso #Coffee

@Starbucks #CaramelCreamAmericano #HotChocolate http://t.co/qOBrboNd

so cool @Starbucks gives out free used grounds to use for gardening or compost #goGreen

@Starbucks follow me please! @nancyasenova @Starbucks Nancy in New York? Oh this could get all kinds of weird. .D

@Starbucks , I really would like to finally get my official gold status card in the mail...been waiting for that since July @ideserveit

Look at what @Starbucks gave me today. http://t.co/6lH0DVk @JoJoDolo

I Voted and Got My Free Bracelet From @Starbucks http://t.co/IlIh3CGDr

Like any good American... I voted, then I went to @starbucks. Sadly, the line was longer at Starbucks. VOTE people!! http://t.co/ETDn3sOn

Yay got my @starbucks bracelet without even being asked :O http://t.co/YOCxTF9r

First peppermint mocha of the season from @Starbucks. One of my favz.

Loving the #Holiday cups at @Starbucks! @JoJoDolo http://t.co/mv89eNdk

meredith_dunn Got my bracelet from @Starbucks too!!!! @Indivisible
Loving the red cup! @starbucksca @starbucks http://t.co/OaHMIiVd

Today's #Freebie Find: #FREE Indivisible Wristband today only @Starbucks http://t.co/OWLiHDl4k

@Starbucks I have been to two different Starbucks today (once at 8:30 AM and again a few minutes ago) and did not get a free bracelet.

If I see you in @Starbucks I will cut you. #tax

I cant wait for to first day at work on monday. @Starbucks seems like such a fun place to 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!

Happy Election Day! Enjoy #ElectionDay freebies from @OlivesGarden, @Starbucks, @JetBlue + More! –http://t.co/HitQ7TJku.

Cannock lads enjoying their Starbucks before training @CannockHockey @Starbucks @jfair25 http://t.co/ZVsu2wwR

all I care about is the fact that its red cup seasons at @starbucks

@jillhanner @Starbucks haha! say hi to ur mom :) did u girls go vote together?

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.

Best lunch ever. Chicken Noodles, Philly Roll, and @Starbucks Chai Tea @la_la_la_lisa @jessietrager #nomnomnom

Even the @Starbucks lady voted. #Don'tBeLazy #ElectionLiveTweet http://t.co/0f0Budp

@Starbucks is playing a @HotelCostes mix. Ah, lovely memories of days gone by.

Brought @starbucks to the polls, but was in and out before I could even drink it. #selectionefficient http://t.co/y4ZDnMn

It's officially my third month with @Starbucks and I'm still loving it! Peppermint mocha celebration drink :)

@jillhanner @Starbucks #starbucks haha! say hi to ur mom :) did u girls go vote together?

I voted, and it's a secret. Thanks for the complimentary bracelet @starbucks! http://t.co/Cxuan1hB

Live, love and @Starbucks

@AmyGBayliss @socialsavvymom @starbucks I am ALL over another coffee date! Since y'all have the kids, I'll work around y'all! :) Good times!

@AnneV: The Starbucks red cups are back!! That means it's officially the holidays right?? :) @Starbucks @// hell yeah! http://t.co/PyOGKu

Election Day is awesome. Got a free jobs for USA bracelet with my thanksgiving blend and marshmallow square from @Starbucks :) thanks

Free cookie from chick-fil-a and bracelet from @starbucks Anyone want to one up them with free @ Haywood Mall http://t.co/TpFlJR1V

@Alaina_Stevens is that the wristband @Starbucks is giving away today? Yes.

@KentHermes @seattlebusiness @seattlecenter @SocialVi @Starbucks @stevedva thanks Kent!

I could so go for a @Starbucks #GingerbreadSpiceLatte.

Thank you @Starbucks for the Indivisible wristband. Regardless of the outcome, we are one nation! #Ivoted #Ivoted http://t.co/PBfRFR1R

@AnneV: The Starbucks red cups are back!! That means it's officially the holidays right?? :) @Starbucks @// hell yeah! http://t.co/PyOGKu

I voted for @Starbucks red cups all year long! #spreadthecheer

@soolovesbacon Most @Starbucks locations are giving them out when you buy something! (If they haven't run out)

@Starbucks I took my sick son for a peppermint mocha! #RedCupChallenge http://t.co/7bhiDat

I haven't had my @Starbucks yet /

My Starbucks Rewards @Starbucks http://t.co/XJ4ZOBUy

Hey @Starbucks I got my free a #Indivisible bracelet today! #Election2012 http://t.co/9NhucNKA

@twickets @Starbucks They gave me a free wristband.

@starbucks canada is it possible to wait with the Christmas cups till Remembrance Day is over?

@Starbucks Five George Washington University students showing their pride! http://t.co/60FEWJ

@crum_101 thanks for the @Starbucks #giftcard !!
SEATTLE’S SEAFARING SIREN

@TweetSweetTara @starbucks I want one! How’d you get it?!

@voted...and was able to pick up @Starbucks on the drive back. Excellent.

Will @starbucks give me free tea today? I don’t like coffee.

#RedCapsChallenge @Starbucks @starbucksca http://t.co/wxmb0bXeMe

@TARALiSAMARIE: Me too!!! But I’m on a diet to get back into fighting shape...no @Starbucks for me!

@gibbs12 got a sticker from the polling place and bracket frm @Starbucks

@lara_grant: @starbucks How’d you get that?!!

Productive time @starbucks http://t.co/xra1jJjj

@Starbucks I went earlier and they didn’t give me one, I’m so disappointed D:

@MSDunbar: NEVERMIND! Ask and ye shall receive @starbucks http://t.co/EoBIEj8Z

@starbucks are you kidding????!!! $4.50 for this????? and I haven't had a single sip? are you kidding. http://t.co/4K0QquLL1

@Ejpreece @starbucks that sounds nice , I think I will be trying them both then!! lol cheers

I have @Starbucks and chocolate chip cookies from @WholeFoodsLTR, I think I am ready for Election Newscasts #ProducerProblems

Thanks @Starbucks for keeping me awake and alive today. Today is definitely a day that I need coffee!!! #Sleepy #Coffee #Best #Latte

Need some @Starbucks right about now

Finally got my Pumpkin Spice Latte...Thank you @Starbucks

my dearest barista, Sam. thank you so much for the tall frappe in a grande cup that you then filled with whip. &lt;3 zal cc @starbucks

Thanksgiving lunch @LifeWay has made me thankful for the @Starbucks which I needed to not sleep all afternoon.

Got my free bracelet from @starbucks. Happy #ElectionDay!! http://t.co/GjkTQV4b

@JianGomeshi I had a cup of @Starbucks Xmas blend today. Please forgive.

I really need this sore throat to go away...hoping some yummy hot coffee from @Starbucks will help with that :)

@JianGomeshi: I had a cup of @Starbucks Xmas blend today. Please forgive.

Love @Starbucks, but not their service. I clearly said Sam and they spelt Sal?! Who has a name like that?!

Need some @Starbucks about right now

its really cold but i still wont turn down a vanilla bean frappuccino from @Starbucks #guiltypleasure
@LaLaCollo @free, @Starbucks said they weren't doing that promotion where I live... didn't get a free coffee or bracelet!

@Starbucks... is it true that Pumpkin Spiced Latte ice cream is officially out? If yes, where can I grab a pint? It's my favvvvvvorie!

Free #indivisible bracelet from @Starbucks today! @Starbucks http://t.co/4HKBnMdj

@Starbucks when do the cranberry bliss bars come out? òŸ˜œ

I think my life may have just ended. All of my @Starbucks reward stars have disappeared and it says I have zero. #weeping #noooo #help

@Starbucks I got my bracelet after voting with a grande Caramel frapp! Did you vote? http://t.co/q95nBwjc

@eesesdevil @starbucks yeah the extra shots were a bad idea for me if I'm honest as @Eperee said #hypertanti lol

Two things our team loves: coffee and civic responsibility! Free "indivisible" bracelets today @Starbucks. http://t.co/4epHzwKn

@eesesdevil @starbucks hmm like toffee coated nuts, but not too nutty more toffee than nutty still very good though!!

Excuse me @starbucks where is my red cup? #missing #holidayspirit http://t.co/zQkJvhPb

@starbucks Thanks for the #electionday gift! #indivisible #vote http://t.co/a6LNb8Dn

@RogersBuzz @CIBC 4got that Cdnhs have been using PayPal 4 mobile payments @Starbucks since earlier this year. Oops! http://t.co/IDguzZJf

Dear @Starbucks I freaking love you :) #Free.dom wristband at @starbucks today #CreateJobsForUSA #iVoted @starbucks http://t.co/v7wiWXGj

@Ejpreece @dtanti78 @starbucks cheers Dave, this looks like the winner! lol

Our local @starbucks has complimentary #indivisible bracelets for voters and voters in training. #winning http://t.co/yJy90Oa7

@starbucks I got my bracelet after voting with a grande Caramel Frappuccino. http://t.co/hWLHR

@dtanti78 @ejpreece @starbucks cheers Dave, this looks like the winner! lol

Get a free @starbucks drink thanks to @beckazeinz. She's amazing y'all!

I think my life may have just ended. All of my @Starbucks reward stars have disappeared and it says I have zero. #weeping #noooo #help

Did you guys know that @Starbucks is giving out their #indivisible bracelets today? #vote http://t.co/plnihv5ulk

@starbucks you shouldn't charge for regular egg nog replacement for cream if you don't charge for cream. That's a ripoff!! #fixit

Just hit up @Starbucks. #yum :)#RoboCop

@Ejpreece @dee @starbucks what's the taste like? lol :) #iucocorrect

Election Day @Starbucks run. Or at least that's the excuse I'm going to use for going!

Also the first time I ever tried a Christmas flavored latte from @Starbucks The Caramel Brulee Latte is SO AMAZING!!

The good life? Quick coffee date with my sick baby girl, freside at @starbucks #coffeefree #starbucks http://t.co/hwkl5HR

@Ejpreece @dtanti78 @starbucks I couldn't add any extra as there strong enough for me lately, think they've added more coffee to drinks! haha

Getting a free @starbucks drink thanks to @beckazeinz. She's amazing y'all!

Our local @starbucks has complimentary Indivisible bracelets for voters and voters in training. #winning http://t.co/yJy90Oa7

@starbucks taste so much better in the red cups? Love this time of year☕

Blunt. I've already had my afternoon coffee, but I want one of those #indivisible bracelets from @Starbucks.

Why oh earth is the @Starbucks #indivisible wristband so big!? It's like a necklace. http://t.co/njWqZ8DU

Free #Indivisible bracelet from @Starbucks today! #CreateJobsForUSA #iVoted @starbucks http://t.co/4HK8BMDj

@starbucks I nearly died. #freebies #voting

Dear @Starbucks I freaking love you :)#Free.dom wristband at @starbucks today #CreateJobsForUSA #iVoted @starbucks http://t.co/v7wiWXGj

@Ejpreece @dtanti78 @starbucks cheers Dave, this looks like the winner! lol

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@starbucks I got my bracelet after voting with a grande Caramel Frappuccino. http://t.co/hWLHR

@dtanti78 @Ejpreece @starbucks cheers Dave, this looks like the winner! lol

Best part of #election day: @JoJoDolo literally calling @Starbucks to ask why they didn't give us our free 'indivisble' bracelet...

I think my life may have just ended. All of my @Starbucks reward stars have disappeared and it says I have zero. #weeping #noooo #help

Who knew @starbucks made such good sandwiches? Thanks for lunch! #yum

@starbucks when do the cranberry bliss bars come out? òŸ˜œ

Blast. I've already had my afternoon coffee, but I want one of those #indivisible bracelets from @Starbucks.

#Adease #Intelligence, @TimHortons ads during last 6months 42057.5 @Starbucks 4843 @MySecondCup 1427, seconds cups st

@LaLaCollo @free, @Starbucks said they weren't doing that promotion where I live... didn't get a free coffee or bracelet!

@starbucks Thanks for the #electionday gift! #indivisible #vote http://t.co/Ia6LN8SDn

Who knew @starbucks made such good sandwiches? Thanks for lunch! #yum

Why does @Starbucks taste so much better in the red cups? Love this time of year! òŸ˜œ, òŸ˜œ, òŸ˜œ

Rekindle the joy of @starbucks and @sharpie together #art #colouring http://t.co/sqjIVhPb

@eesesdevil @starbucks toffee but latte or praline mocha!:

@Starbucks I will buy you one Lisa! Just tell me what you want!!! òŸ˜œ

@TARALISAMARIE @starbucks If I could, I’d go buy you something, anything! :D

True life: I'm addicted to @starbucks
Thanks @Starbucks for thinking of us Lil Guys! #indivisible http://t.co/9bAHi0pv

@Miyakelisa @Starbucks donuts and coffee are always good! We have awesome biscuits (coconut & pumpkin) and lots more!

Can any @Starbucks enthusiasts suggest any good, popular christmas latte coffee/drink to try tomorrow please???

Happy Election Day! Free @Starbucks by showing your #voted sticker today! More info here- http://t.co/mnnZ8lu

Chillin' @Starbucks enjoying @gbguitar station on @Pandora_Radio http://t.co/0VoFbXgX @Glee @Pandora

Need some @Starbucks coffee it's chilly (@ Parks Coffee Shop) http://t.co/pumWxEP

I'm in desperate need of a @starbucks coffee. Help!!!!!

Like mother like daughter - we love our iPhonies and @starbucks iphone5s iPhone5s @ Barnes & Noble CafeCO http://t.co/GETRkGJ

@MarieEdwards429 @starbucks done! http://t.co/0C3FUAm

Who has great ElectionDayFreebies or Promos? Fill us in! Here are some places we suggest: @Starbucks @Uber @McGeesTavern @DurkinsTavern

Had an awesome short break after work with Vanilla Roosbos tea @Starbucks #coffee @starbucksredcaps @starbucks http://t.co/ZnrKN6p

Thanks @Starbucks for my #indivisible bracelet! Now everyone go vote! http://t.co/ap1IPuK

Thanksgiving @Starbucks blend tastes like blah. #NonElectionTweet #JustSayin Happy Election Day

I voted and have the @starbucks #indivisible bracelet to prove it. Didn't earn many #tribefuel points though. http://t.co/7QqTtYJ

Got my free bracelet at @Starbucks today! WINNING #ElectionDay http://t.co/6R4gKMar

The barista at my local @starbucks gave me his own "indivisible" bracelet &c the store was out-of-stock. http://t.co/QZeWqWVwP AWESOME...

Don't forget to head to @Starbucks to get a FREE #Indivisible bracelet: https://t.co/6sPq5sJ

@favorsious @starbucks it's like those eternity/infinity scarves!

@jeninniss2 @Starbucks @McDonalds atta girl. Um, can we grab coffee? Need to discuss Housewives. STAT. #bravotv

I'll bring you flowers and we go for a movie, last we will have dinner. @ starbucks #indivisible bracelet. even better than a sticker ... @vafaustine #ivoted

Sounds yummy I shall try that next time I make a @Starbucks run :)

My @Starbucks is out of the bracelets but if U have ur voting stub some are still giving away Indivisible wristbands http://t.co/11S2bXnt

En route to vote with my mom & my sis @starbucks #election2012 http://t.co/7KdUZJnI

You know Christmas is near when @Starbucks brings out the Red cups! ☃️

@karina268 @Starbucks @SocialSavvyMoms Too much fun! Let's do it again soon. And see you Friday night, Karina.

Hello, @Starbucks. #redcaps http://t.co/0AMweEs7D

@amanat11292005 decided to try the @starbucks caramel brûlée latte on your recommendation. It was delish! Pos Product

@SocialSavvyMom @karina268 @Starbucks When is the next coffee date? :)

Yummy :) Thanks for the suggestion @taylorroddi @starbucks #yum @starbucks http://t.co/7YZZh6

@starbucks thank you for the #indivisible bracelet. even better than a sticker ... @vafaustine #voted

Did my part as a US citizen and voted. Now doing my part as a college student and studying in @Starbucks then Zumba later!!!

@darlingness @numinousearoundsounds yummy I shall try that next time I make a @Starbucks run :) Pos Product

@Starbucks I always ask for a large #coffee at @Starbucks and wait for this moment of #stupidity to ensue. http://t.co/WhFgOth

Thank u @Starbucks lol http://t.co/akm6bGUs

whyyyyy didn't i go to @Starbucks before this class? &lt;.&lt;.&lt;.&lt;.&lt;.&lt;.&lt;.&lt;.&lt; @Starbucks_PROBS

Go to your local @starbucks today &amp; pick up your #indivisible Election Day bracelet! http://t.co/g1GCSSI

@getawells @starbucks @mcdonalds for dinner, Gurl.

my favorite time of year! @starbucks #redcap http://t.co/KjVWMK

CRIME O' THE DAY: It's going down - COPS-style - in Arlington, Va., outside the @Starbucks! @ Starbucks http://t.co/FXGHPFmW

Finally having my first @Starbucks Skinny Peppermint Mocha of the season! :D http://t.co/jxYxgGke

2nd cup of Java for the day is a @Starbucks Marble Mocha Macchiato. Yep, I'm going in today!

Bummer by no free coffee today? Get your FREE @Starbucks drink November 15-18—Buy One, Get One Free holiday drinks 2-5pm. #YumCaramel Neg Election
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

days like this only @Starbucks can save me :) #RedCups &lt;3

When an extra shot of @Starbucks expression doesn't wake you up, you know it's going to be a long shift #nursingproblems #nursingwork

@Starbucks and then ped'd it! What a treat!

Thanks @starbucks for the bracelets http://t.co/ntJMHBR

@Starbucks please you should come to Venezuela, there are many people here waiting to spend their money on a cup of coffee!

These are FREE today at @starbucks if you voted! #voted #2012election #electionday #electionday @Starbucks http://t.co/7mgRfEv

@jenninuss2 McDonald's for lunch, or I'm not impressed. #nowthatAmerican @starbucks @mcdonalds

Thank you @Starbucks for my free #indivisible bracelet! Good reminder we are 1 country on a divided-feeling day.

@Starbucks Please update the iPhone app to fit the iPhone 5. Thank you @starbucks

Mid-afternoon red cup run. I'm frozen and just can't get warm! @starbucks

@Starbucks I'm convinced your Pumpkin Spiced Latte is the key to my happiness. Hope it lasts for awhile!

Holiday Cups!! @starbucks :) http://t.co/j34pBM

Sweet cheeses. The drive thru @starbucks was the worst decision I made today. #20minutesandcounting

I don't think @Starbucks baristas in states that aren't Washington take their jobs seriously. #pickupthepaceprincess

Fueling up for Decision 2012 coverage #vote #starbucks

@starbucks black market black coffee #presidentromney

Made it to @Starbucks and back in time for pharm! #success #coffee #merrychristmas @swill12 @nasmweeze

Line in @Starbucks almost as deep as the line to vote.

Need my @Starbucks peppermint white mocha to get my day started. Don't care if it's 80 degrees. #gimmemyfix

Obsessed with @Starbucks red cups Ø³¬

Today, get a complimentary red, white, & blue wristband at select @starbucks & show your support for America. #VOTE

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I could use a @Starbucks today. Hurry up, Ingles!

Starbucks gave me a free bracelet for voting! Sweet! @starbucks #Starbucks http://t.co/VeKj8ysD

@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

Just got my #electionday #freebie at @starbucks! #indivisible bracelet. Thank you!! http://t.co/9kX8zWkv

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@Starbucks Please update the iPhone app to fit the iPhone 5. Thank you @starbucks

I could use a @Starbucks today. Hurry up, Ingles!
Leaving from work @starbucks, heading straight for the polls. #vote indivisible #beapartner http://t.co/baGREiun

When you order green tea lemonade @starbucks they put GTL on the cup!! #theshore @smooki @DPaulyd @VINNYGUADAGNINO @JENNIFOWW

How @Redcross @starbucks @bOfa_news @goldmansachs @jpmorganchase @morgangstansley @robinhoodNYC are helping Sandy http://t.co/WSi88V3a

#thismonth @starbucks $3.85 + http://t.co/Teck9qp

pretty sure @starbucks in Irvine, CA is using sour milk in their drinks today :-( yuck.

Obsessed with the juxtaposition of #TaylorSwift and #TheWho. My new favorite @starbucks. eclectic http://t.co/wsCC7yf

A small chai latte @starbucks is $3.85 a small chai latte @timhorners is 99 cents and they taste the same #whatswiththat

I didn't vote, but... Thanks for the bracelets, @starbucks! http://t.co/FYU4M10

@starbucks you should have renamed Pike place roast coffee to "election day coffee" just for today!

Voted and now I have a @starbucks Gingerbread Latte #lifesgood

@starbucks enjoying my first Peppermint Mocha of the season. Woohoo!

Had a @starbucks americano with a pump of Pumpkin Spice in it and it was fantastic!! Tasted like #fall

Daily stop at @starbucks for the grande pike #coffee.

@starbucks Please follow me!

Free from @starbucks for voting!! #vote @Clemson, SC http://t.co/CAHsS8Y4

Used lunch to go vote- and got @starbucks on way back! #yeaforshortlines

@adamshah @starbucks seriously; also, watch out for those expiration dates! (listed in the history, when you achieve a reward)

Major highlight of my day when my favorite @starbucks baristas come upstairs with surprise coffee for us (especially w/ my special drink)!

#ElectionDay Deals: Free champagne @POPChampagneBar, discount pies @CatiePiesThat @SouthLakeAVenueFarmersMkt @starbucks #PatchElections

@starbucks Brad Nelson, any interest in being on a #smtlive webinar on twitter marketing? You do a great job! Kelsey@socialmediatoday.com

@starbucks they were all out :( #lifethisfuckingway

@home @starbucks http://t.co/ZUbNie2

It looks like We're heading off to @starbucks &amp; @LAFitness with my brothers

Looking for a Small Group in Miami Shores? Come to #CFMeetUp at @starbucks tonight! 7:30PM NE 2 AVE, 33 http://t.co/ReGuuV

@britneymburgert @starbucks @ryrybutta @shirl @NicoleTiPoh merry christmas!

Master Chief, reporting for battle. @starbucks #halo4 http://t.co/cS6IAY8F

I am only 10 stars away from my @starbucks gold card. I feel a challenge coming on. @CatherinedkPR understands a true coffee obsession.

Nice treat before starting new workout. Raspberry mocha @starbucks http://t.co/ofD4kq #GetGlue #starbucks

@starbucks how do i know which @starbucks are participating in LA?

@rye86 lines longer @starbucks than @ #polls? Not surprised. Then again my line was so long.

FREE Indivisible Bracelet November 6th at @starbucks http://t.co/Y6oXDaG #Freebies #starbucks

Nothing brightens better a cold night than a RED CUP from @starbucks I'm so already excited for CHRISTMAS#ñ¥Žñ¥Ž...#christmas @George Brown - Casa Loma Campus http://t.co/On06671

Pretty sure @starbucks is going to make me break this holiday season with all of the good drinks they have!

309 of 366 - reason no. 28 that I adore @starbucks. #photosaday #indivisiblephilanthropy #creatingjobs http://t.co/dvAQUqfY

I didn't get a sticker after voting this morning, so this @starbucks bracelet will have to do. http://t.co/DvAxJqVYtF

rocking my @starbucks indivisiblebracelet@my @shox thalo4 *make your voice heard* shirt. Let's do this election day! http://t.co/0Z2Qwy9

@jennaffancis @starbucks me but thanks for coming! You did want to get a hot chocolate though... Plus I am only kidding!

I'm voting today just to get a bracelet from @starbucks. http://t.co/R290ijS9 via @KCBusinessjournal

@_prissypants I tried to get an indivisible bracelet but the @starbucks I went to was charging $5 for them :(  

if you vote today, you get a sweet free bracelet from @starbucks. indivisible IS the best tasting blend. http://t.co/bTgXinW

@kylechicoine @starbucks right?!
Not sure how I feel about this @Starbucks gingerbread latte...
@Starbucks Dear Starbucks, I would like to promote my app iDindi with your help, is it possible?
@Starbucks already has their Christmas drinks. #TooSoon
got my indivisible bracelet! ðŸ”¥#ã€†ã€†#ã€†, @starbucks http://t.co/Ubnow9GR
Thanks for the bracelet, @starbucks! #electionday http://t.co/QHkbDDBu
@ruben21 wow dude .. I take offence to this!! Who has been practically begging to come to @starbucks with me these past two days?!! #rude
why is it that I have an obsession with oat fudge bars? @Starbucks
@Nohalwai @WalidAlBuraik @Starbucks ee wallah that would be wonderful XD
@Starbucks caramel brulee latte is seriously my winter time addiction!
On another note, my car is Like a @Starbucks graveyard
@CatherineKPR @Starbucks I'm not sure, I didn't want to be rude and ask, but it's a possibility!
I smell like @LushLtd and @Starbucks
Time for the red christmas cups opened! ðŸ”¥@Starbucks http://t.co/MnSFopCd
If you #vote today that sticker gets you deals n freebies @starbucks @Einsteinbrobagels. @urbanoutfitters and @Macy's have sales go #VOTE
got my indivisible bracelet! ðŸ”¥#ã€†ã€†#ã€†, http://t.co/af7Zw4xW
Walked to the polling place, then @Starbucks & then Trader Joes. We were that family today. ðŸ’ðŸ’ðŸ’ðŸ’ ThenYou #kiddingCalmdown #tb
Grande Coffee with soy & peppermint from @Starbucks makes this cold, rainy day much more pleasant.
Thank you @starbucks for my Indivisible wristband. No matter the outcome, we will stay strong! http://t.co/F78UaPI3
@Starbucks for President! Hooray for gingerbread lattes on Election Day! #electionday http://t.co/W4c1f8E
Well I'll be damned. Voting makes people really want @Starbucks coffee.
So @starbucks gave me a free Indivisible bracelet for voting. ðŸ”¥#ã€†ã€†#ã€†, #nolilter #electionday http://t.co/8as6xBUy
@KananPR @Starbucks aww did they run out?
Getting a @Starbucks every morning before college that just hits the spot :')
Aww @starbucks you shouldn't have! Thank you! ðŸ”¥#freecoffee #happygirl http://t.co/uJ9u2AK
Little heart in my cappuccino, very sweet @Starbucks http://t.co/XPgVnj
@KaseyBlueEyes @Starbucks I shows them my "I Voted" sticker or what? I miss you Blue Eyes "...but not in a queerer way!" ÑElaine Stritch
He sure to stop by @starbucks to get your Election Day wristband w/ your drink! "One nation, under God, indi
@Ilovers SPIT OUT @STARBUCKS LAUGHING!!!!
Getting cramped at the communal table at @Starbucks. Dude across from me is about 3in from the back of my computer screen. #awkward
@BYEEntley @BYEEntley @BYEmoor have you guys actually thought about advertising for @starbucks ? Y'all are cute!... Why not? (;
Wearing my free bracelet from @Starbucks - a little tight, but very appropriate for today http://t.co/IZmQW17
I love the @starbucks Passbook app on my iPhone. It makes things so much easier and faster.
Thank you for @Starbucks!!! This is the only keeping me standing right now. http://t.co/vuWELeeX
Thank you @Starbucks for the free #ElectionDay bracelet! http://t.co/RqG894P
Thanks for the free bracelet @Starbucks. #indivisible http://t.co/DBMeLCb
Thanks @Starbucks... #INDIVISIBLE!! http://t.co/oSTq7anf
In honor of Election Day, free indivisible bracelets. Thanks, @Starbucks! http://t.co/m6PD9hp
A @Starbucks next to a farm? Welcome to Pennsylvania. #WBP2012
@karie_thornhill @starbucks @Aryybutta @abril @nicoleirosh Christmas came early!
its so sad when i finish my @starbucks coffee. i always want another...
On my way to #vote stopped by @starbucks #freebracelet #indivisiblerealwithpumpkinandspiceforall http://t.co/Tzgw3FCw
Grande extra shot soy caramel macchiato :D hopefully this helps a littttttle. Thank you @starbucks
A complimentary wristband for voters from @Starbucks, Thanks! #iVoted #Indivisible #election2012 #vsco #vscocam http://t.co/6zf6R7Z
@starbucks @BarackObama I believe that Starbucks is a democrat... InDiff Election

If R74 passes in WA the gay marriage offices are going to be a mess tomorrow, so glad I stopped drinking @Starbucks' socialist witch potion. Neg Election

Voting = a free bracelet @starbucks nice!!! http://t.co/OYVzaa64 Pos Election

@Starbucks Let's Create Jobs For America #RomneyRyan2012 #4yrSYI http://t.co/2MV4eB33 InDiff Election

Started my day off right by voting and then with a tall soy chai latte from @starbucks. #FireEdUp #ReadyToGo! Pos Election

@MollieinSeattle Time to head down to your local @Starbucks to power thru all those emails! :) InDiff Work

@doublewami @Starbucks Yeah, it's free! :) InDiff Election

Gingerbread Latte!!! (at @StArBuCkS) http://t.co/w4oDftQj Pos Product

I always turn @Starbucks into my office space, all I'm missing is a printer and a fax InDiff Work

@catt_lp I was about to tweet and ask if they were doing the free coffee this year. @Starbucks confirm or deny?! InDiff Election

@RunBMC_ @starbucks You know it! http://t.co/uX8svMZy Pos Brand

@Starbucks red cups make even the most dreary day better :) #chaitealatte Pos Product

@Starbucks' "skinny" options make me feel so better about how much I go there. InDiff Product

Thanks for remembering, @Starbucks. http://t.co/Pc84eL1L Pos Brand

@alysonwarshaw @starbucks @mobile @payments @caffeine @romance Pos Tech

@Starbucks' hot chocolate is straight-up nasty. Neg Product

OMGahh new @Starbucks machine in the #PNDC office woooo @ryeYhuta @shril @britneyburgett @nicolefinsh @dayisecomplete Pos Product

Yes, @starbucks @starbucksjobs. Lets. @ Starbucks http://t.co/EY5cyyfe0 Pos Election

@led_123 banned! but you can get a free snazzy bracelet from @starbucks. http://t.co/54EUXOjk #indivisible Pos election

@LuKamCheng I don't go to @Starbucks often, but when I do -- That's on top of my list to get lol InDiff Brand

Friends! I need to know which new @Starbucks winter drink to try?? I can't decide on which one! Suggestions? InDiff Product

Dear #Apple , since iOS6 my devices can no longer connect to wifi networks that require an on-site login such as @Starbucks . Please remedy. InDiff Brand

Working @starbucks on #electionday! Free #indivisible bracelets for all! @starbucks http://t.co/xz5HOXEe Pos Election

My @starbucks blonde roast is so yummy. Thanks @jasonstein Pos Product

I voted! And @starbucks was my reward! #vote #election2012 http://t.co/x38Uwhs Pos Election

@DonHannesuy we got @Starbucks this time. http://t.co/kyn2DZq2 InDiff Personal

@darla_scudder @starbucks not while they work. InDiff N/A
Still so disappointed in the new @Starbucks rewards program. What's the point? #bringbackfreesoy

Jobs for USA @starbucks #GoVote http://t.co/0BYzrWm

cor Ranel wants his nake Caramel Machiatto on this rainy day! #RedCupsChallenge @StarbucksCanada @Starbucks http://t.co/YTf4BOU

@ingridmusic on #Spotify and #peppermintmocha from @Starbucks, let the day begin!

Just received this w/ my purchase at @Starbucks. One Nation, ... http://t.co/XPgmeni

Adding a bit of happy to the day. @starbucks http://t.co/0BYzrWm

@cowebbs @starbucks ... Meant to grab mine... Darn!

Hey thanks, @Starbucks! Go in after you vote and they'll give you this nifty little bracelet. :) http://t.co/k11icp6

Free wristbands from @Starbucks for election day: http://t.co/qj2NpL

Can you get the Red cups at @Starbucks yet?

Get an #indivisible wristband @Starbucks today. Go vote. #RedCupsChallenge @Starbucks @StarbucksCanada http://t.co/IY7F4BOU

@ingridmusic on #Spotify and #peppermintmocha from @Starbucks, let the day begin!

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@starbucks :) http://t.co/TjDnUYPq
@Starbucks for an Americano, showed my 'I Voted' sticker, but they were out of indivisible bracelet. Now where to get it @starbuckscard
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. #redcupchallenge
Free apple pie from @McDonalds and free cup of coffee from @Starbucks if you show your "I Voted" sticker! #happyelectionday #voteo
Best coffee @Starbucks! #ILikeIt
For election day @starbucks is giving away their "jobs" bracelet for free. FYI
@Starbucks with @jamie_lovy_it @coffeeliciousonymous @youmighthimforthevin
markwaltze the new @Starbucks red cuffs are totally messing up my OCD need to line up the mermaids &amp; the lid. What say you?
I think its time for me to start the @Starbucks #redcupchallenge ... Im craving a Caramel Machiatlo sooooooo bad.
@Starbucks thanks for starting us up everyday, coffee, power, wifi, web. #SandyNYC
Good start to my morning. Thanks @NosAuderis and @Starbucks . http://t.co/#dKPeve
Get out and vote! @starbucks http://t.co/RtQsHTKp
Got my @Starbucks complimentary wristband on electionday #indivisible #vote @starbucks http://t.co/0Ucl5cga
Just got my free bracelet from @Starbucks. Next stop: @UrbanOutfitters. Thanks @tessa_bernadette!
So what's the deal? @Starbucks isn't paying tax in the UK or some shit? @Asholes
Got a free bracelet at @Starbucks for voting! Happy #ElectionDay! GO VOTE!!!
Are you one of the 2M? @Starbucks enables over 2M #MobilePayments transactions per week http://t.co/hKCu5pVq #Cashless
That #redeye from this morning has me in the zone! Thanks @starbucks :
@naovory5 @Starbucks yay! Rockin' out the red/white/blue together :) 
The free bracelet @Starbucks: http://t.co/HVEAuma
@prapritvyas Had Gr8 Eve! Getting 'Lost' and Queuing For a Cuppa @Starbucks Was Worth It!
Vote responsibly and then go get your @Starbucks indivisible bracelet for free in honor of #Elec @Starbucks http://t.co/JBTt93
@bale4fifty @wvqueen1 @starbucks I also picked reusable cup $1!! I get $0.10 off/drink & help the environment?! #WIN http://t.co/LZB3mzSt
#FAIL ahhhhgain :'( @Starbucks I even spelt it out..ahhhgain.... http://t.co/CD1wWeMJ
@marklwaltz the new @Starbucks with @jamie_lovy_it #cofficholicsanonymous #youthminforthewin
For election day get a FREE wristband at @Starbucks & proudly show your support for America. #indivisible Got mine! http://t.co/0EE5MKC8
Heck yes! #peppermintmocha is back at @Starbucks :) #happy #backtotheoffice
@NickG516 finally tried the #Clover machine @starbucks #GreenCupChallenge > #RedCupChallenge #HappyHour http://t.co/0EE5MKC8
@Starbucks thanks for my free #indivisible bracelet and delicious cappuccino!   @Starbucks http://t.co/npOMEG8b
@NSavory5 @Starbucks yay! Rockin' out the red/white/blue together :)
All that's left of my first @starbucks peppermint fudge cake pop. Amazing. http://t.co/18Hi5dnt
We played @Starbucks pick of the week, "Teardrop Windows" for Michael Bartelt to get his review. http://t.co/WOeRCWgK
@Starbucks red cups are totally messing up my OCD need to line up the mermaids & the lid. What say you?
That #redeye from this morning has me in the zone! Thanks @starbucks :
@Starbucks and @bale4fifty @wvqueen1 @starbucks I also picked reusable cup $1!! I get $0.10 off/drink & help the environment?! #WIN http://t.co/0EE5MKC8
Got a free bracelet at @Starbucks for voting! Happy #ElectionDay! GO VOTE!!
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Thanks @starbucks for my indivisible bracelet! http://t.co/7oA3SacJ

Got a free gift at @starbucks today because I had my vote sticker on! #votingswag #votetovote http://t.co/ZhsvVKjKX

A little gift from @Starbucks f Lenox Mall for voting today. http://t.co/VGVXG8v2

@tinglytweets @wvqueen1 @starbucks yep got mine too!!! They were ready to give me a whole basket full #takeThemPlease

Thanks @Starbucks for the free Election Day swag! http://t.co/1Xe9v4NR

I want for Christmas is @Starbucks giftcards so I don't have to worry about reloading my #goldcard

@theproducer @starbucks haha. I tried it. It didn't work so well :)

Aw, I missed the free indivisible bracelets @starbucks

Bored at @Starbucks so I guess I'll just take some selfies http://t.co/TithNez

@tinglytweets @wvqueen1 @starbucks @wvqueen1 @starbucks having my first #gingerbreadlatte of the season. Thank you @Starbucks! #love

My first #gingerbreadlatte of the season. Thank you @Starbucks! #love

#Tofee_Nut #Finally at Starbucks. #yummy #skimmed #taste #adorable #fap #Starbucks #win @ Starbucks Lagoon http://t.co/KwqYpN

@atstarbucks

Happy Election Day @starbucks #stay #strong #bracelet http://t.co/laNLEn9

@Starbucks @starbucksCanada #redcupchallenge #redcupchallenge http://t.co/9KGKrMB

All I want in life is to skip classes and go to @Starbucks. Oh, and for @BarackObama to win the election. #redcuppleaseease

Speaking of the bracelets, lady just walked in, asked for 1 #amp; walked out. @Starbucks

Thank you @Starbucks for indivisible wristbands - and my coffee - You made my morning special!!

It was a @starbucks venti frappuccino with an extra shot of espresso kind of morning http://t.co/SNqNplrO

I'm ready for some @Starbucks. I don't know how you early birds do it.

I voted! But they ran out of stickers

Speaking of the bracelets, lady just walked in, asked for 1 #amp; walked out. @Starbucks

Thank you @starbucks for my free bracelet from @starbucks! Thanks! http://t.co/2DP4o0OS

I've been up since 5 AM. I'm ready for some @Starbucks. I don't know how you early birds do it.

I voted! But they ran out of stickers

All I want in life is to skip classes and go to @Starbucks. Oh, and for @BarackObama to win the election. #redcuppleaseease

On election day, get a complimentary red, white & blue wristband at Starbucks & proudly show your support for America @Starbucks + #usarm

Sitting at our fave @Starbucks at @MonteCarloVegas... Bringing home some #thanksgivingblend to my sbux crew!!! http://t.co/e35ehhY

OMG Eggnog latte's are backkkkkkk @starbucks

All smartphones could support mobile payments, look at what @starbucks did with its app, simply scan bar code

I voted! But they ran out of stickers

OMG Eggnog latte's are backkkkkkk @starbucks

Don't get my sticker since I voted by mail, but I got my free bracelet from @starbucks! Thanks! http://t.co/2DP4o0OS

I've been up since 5 AM. I'm ready for some @Starbucks. I don't know how you early birds do it.

I voted! But they ran out of stickers

All I want in life is to skip classes and go to @Starbucks. Oh, and for @BarackObama to win the election. #redcuppleaseease

Election #starbucks #redcupsplease @starbucksCanada http://t.co/g2xCHCIO

Starting my day off right with a hot @Starbucks pumpkin spice to warm me up from this cold weather. http://t.co/VisacV8o

On election day, get a complimentary red, white & blue wristband at Starbucks & proudly show your support for America @Starbucks + #usarm

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I voted! But they ran out of stickers
SEATTLE'S SEAFARING SIREN

2012 #indivisible @Starbucks got my bracelet for voting today. Hope you guys voted! http://t.co/EU3GDQpZ

@xxkrutete @starbucks why free?

Oh hey ya red cup. I need u in my life today. @Starbucks http://t.co/N6uFM9s

Got a free bracelet @Starbucks

I voted @Starbucks http://t.co/vpraRtv

Just got the @starbucks app. This gonna be good!

Barista says pple are calling to ask if this @starbucks is giving away bracelets. #wow

So to @starbucks Jobs for USA bracelets. #centurycity #vote http://t.co/fajfEpyq

Can @Starbucks Make China Love #Coffee? http://t.co/cGgghG7L

The red cups are here!!! @starbucks http://t.co/ijJhehBK

Sweet indulge @starbucks @stanchick http://t.co/w5TXXwul

I tried to pay the @starbucks guy with my @AMCTheatres gift card only to realize I usually pay Starbucks through my cell. #HappyTuesday #fb

@Smirnie71 We do have @starbucks in house #decentcoffee at last! Free wifi too & lunches from £4.99! What are you waiting for!

@randypeabody @Starbucks Iced, of course. #ThankYouForWakingMeUp

Happy Election Day! @starbucks @maddisonhawk http://t.co/hq2iJt27

@Starbucks available in Ireland for Obama's relatives? Obama's Heritage

Stop making me want you @Starbucks

@CakesByLoops already voted here, and going to mark the occasion with a @starbucks latte and BIG scone! #dontvoteonanemptystomach

Free indivisible bracelets with any coffee purchase today at @Starbucks I know procrastinating on buying one http://t.co/gkFBrZ

@Starbucks thanks for the dirty look, didn't know frappacinos were ice blended, your sign doesn't say it. Starbucks sucks.

Post-Hurricane and Pre-Nor'easter Rekindle #starbucks @starbucks http://t.co/eKDgslZO

Today at @Starbucks: Overheard guy talking trash about God; 20m later woman runs into store; she hit a parked BMW. Guess whose BMW?!
SEATTLE’S SEAFARING SIREN

@katpear94 lol omg same. @Starbucks is all the life I need #coffeepassion

Got my FREE bracelet! Lol 😂 @Starbucks http://t.co/Xhby4H1

...Indivisible, with liberty and justice for all. Thanks you @starbucks for my free bracelet today! #election http://t.co/b6plrmY

I voted. Thanks @Starbucks. http://t.co/9E6aZb1

Willow & Nee, Chloë @Starbucks! http://t.co/5rNqZBi Constantly terrible customer service. Not putting my venti in a trente cuz of policy? 😞

@starbucks is giving out their bracelets for free today. Now go vote2012 to continue the creativity! @starbucks http://t.co/rp3j3cXM

@Starbucks not at mine, they said free then charged my card, boo to them hope you at least get the donation 😞

@starbucks should follow me!

@mariabn @Starbucks peppermint white mocha

@Starbucks didn't make my drink right today. :( (@ Starbuck) http://t.co/gO9vbdG8r

I voted! My @starbucks was with me every step of the way http://t.co/vKsQ5Kgd

@Starbucks #wifi sucks! 😞

Free Low Fat Pumpkin Spice Frapp and 2 bags of coffee from @Starbucks. I officially hate you a little less. http://t.co/7kn6BUt

Well, it could be worse. I mean, at least it's in a Christmas cup. #thatnotmyname #storyoftinylife @Starbucks http://t.co/HLoTL6G8s

#maphotoday #November #Day6 #favoursomething #Starbucks of course 😌 #subsession #addict @ Performance Plus http://t.co/7uOo99L

@Starbucks now available!!! Come and try the delights! http://t.co/H6WBWn9y

still waiting for my starbucks card to reload. It won't update the balance ughghgh I need starbucks I miss my bby @Starbucks 😞

I'm @starbucks (10641 W Olive Ave, Peoria) http://t.co/SiIFFYZ3 (+10pts)

@Starbucks makes the world go ‘round

My current favorite drink from @starbucks is the gingerbread latte.

Enjoying a free coffee @Starbucks so that I can stay awake for election results. Yep, Starbucks has free small coffee for E-Day.

I voted sticker and @Starbucks wristband. #patrioticpride #Election2012 http://t.co/PJkld50z

Thanks @Starbucks!!! #Indivisible #Vote2012 http://t.co/sF6p3WuK

Wear your "I Voted" sticker & get a free Indivisible Wristband @Starbucks! http://t.co/84X3iAY

@kathorb @Starbucks Wristband? Boo. Can't a sista get a skinny vanilla latte? 😞

Today @starbucks is giving away wristbands for free. #Starbucks #Vote #Frapp http://t.co/o9NDwvcc

Tried my first ever @Starbucks gingerbread latte today...two words #taste #explosion !!! Love love love it!!! Thank you @Starbucks 😊

Exercised my freedom to vote for the first time ever then @starbucks gave me a bracelet! :) #Merica http://t.co/M3troTh9 #ude

If @Starbucks wants my business they need to work on their hot chocolate @dunkindonuts is 10x better

Haha @starbucks playing @backstreetboys for win. Way to make my morning.

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Voting took 2.5 hours but the free bracelet I got from Starbucks for wearing my voters sticker made up for it! Thanks @starbucks 😊

@StarbucksCanada @Starbucks no #RedCupsChallenge but I do have a bag of #beans #christmasblend #iamapartner http://t.co/UbMooJ1

Fast free at @Starbucks patriotic bracelet. #Vote and have a cup of Joe or tea. @Starbucks http://t.co/yTDGiXLT

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.

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Got my free #indivisible bracelet at @Starbucks! #freebie #electionday #vote http://t.co/bPswiTBBH  
Feeling spontaneous. Any suggestions on what I should buy at @Starbucks?  
@starlirion @starbucks say what?!? No! I did get offered a Vote bracelet, but I would have rather had a free drink! Is yours?  
@TokoOlagundoye dude. @Starbucks just came out with their own keurig version. Lol  
Must give props to the crew at the @Starbucks in the Empire State Building. Consistently feeding my addiction w/ good service &amp; conversation  
I'm really excited for the @starbucks holiday cups... If only it were a tad cooler... #85&amp;sunny #scaproblems  
Just received this bracelet from @starbucks. It's officially the most patriotic thing I own. @starbucks http://t.co/XnNgs?1  
With @eveemon enjoying her @starbucks an some Cliff Bars @ San Jacinto College Central Bookstore http://t.co/YqJBNy1  
@countrycleaver Unfortunately, the only thing left is chocolate ruffle hot cocoa. So @Starbucks is definitely my buddy of the day.  
Going to @Starbucks in a bit :) #HeavenInACup :)  
Did you get your free #indivisible @starbucks bracelet today? http://t.co/EL3so79F  
@Starbucks has election bracelets and @socialbiteseas has election related goodies #lifeisgood #electionday  
@JSteviez81 @BarackObama @Starbucks Nice one !!!!!! Enjoy !!  
Thank you @Starbucks for the bracelet while getting our lunchtime latte #indivisible  
@JessGund @Starbucks wtf! it's not even thanksgiving yet  
I just got pumpkin spice syrup in my coffee @Starbucks! Awesome!!  
@Starbucks I'm coming to visit you today as soon as my card gets re-loaded to get my free bracelet that I'll probably never wear but want  
@Starbucks My local Starbucks Store said they are not doing the promotion...I was very disappointed. Why is my store not participating?  
i really needed that iced peppermint mocha from @Starbucks #coffeeloversolution  
Thank you @starbucks @starbucks freebracelet #electionday #givote #vote #Obama http://t.co/fghpMoPx  
After a night of Ohio pride, it's great to bask in Election Day's American pride. Free sticker and free wristband from @Starbucks to boot!  
The barista at @starbucks saw my "I Voted" sticker and gave me a free bracelet with my peppermint mocha :) http://t.co/CPV0KoT  
Thanks @starbucks for the voting shwag! http://t.co/5Py9JTH0  
Ok @starbucks I see you. Free bracelet with coffee #electionday #creatingjobs @ starbucks http://t.co/kK24Q0E  
@Starbucks Headington getting worse!! Not "what would you like" or "what can we get for you" but "what are you paying for?"!  
Why doesn't @starbucks deliver?  
@becca4kicks @Starbucks I didn't even know about it until my barista told me to get one! :)  
When you come early to class and you still have time to get @starbucks? @Y_@Y_.  
@Starbucks gave me a red, white, and blue bracelet with my coffee because it's election day. I didn't bother to tell them that I voted early  
@Starbucks Disappointed. My @starbucks in Cary NC is out. :-(  
When @starbucks not only gets your name right but spells it right :&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;  
It's red cup season at @starbucks! :D  
If I didn't walk out of @starbucks today I would've waited a collective 30 min over 3 days for a drink... 10 min wait new standard?  
@Lyrispect I didn't get one! and I had @starbucks today. ahh well congrats to you tho! lol  
Christmas is a cup!!! starbucksuk @starbucks #coffee #redcups #christmas http://t.co/CqZ2JkC  
It's Holiday time at @Starbucks! #egggnoglatte http://t.co/6FGGGFJ  
Pepper mint mocha is back @starbucks Love it @starbucks #coffee #yummy http://t.co/hgk2V4bd  
Yaaaaay it's officially holiday time at @starbucks!!!! http://t.co/WhNm0L2K  
Enjoying a Gingerbread latte (at @starbucks) â€” http://t.co/39iDpVRI  
Rocking my new @starbucks "indivisible" bracelet and thinking about our country's future. http://t.co/6F4k4o3J  
@AmericanAir Thanks for the acknowledgment! Luckily, @PHXSkyHarbor has free wi-fi and a lovely @Starbucks to keep me company...  
I love working at @Starbucks note to self, do it more often! Thanks for the free sample:) http://t.co/5TXnmk8  
@womshwite, romney supporters only riot when @starbucks ran out of biscotti while they were on line, or abercrombie doesn't have their size.  
@womshwite, romney supporters only riot when @starbucks ran out of biscotti while they were on line, or abercrombie doesn't have their size.
Gingerbread latte @Starbucks #electionday Mmmm http://t.co/P0H1jnof Pos Product
Goin to get me a @Starbucks & I better get a free bracelet! Lol Pos Election
@livetifox @Starbucks Yes, employees are clearly not allowed to have their own opinions. Shame on them! #election Neg Election
Starbucks with @xeminimousexx @starbucks, #toffeenut #mincepie #pralinemocha @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 Neg Product
Why do I trust you Boca park @starbucks you're convenient but you FAIL me. Baristas need some schooling. #qualitycheck Neg Staff
@ArticEase 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/py6iCL0K Neg Election
@PWPARF @starbucks NO WAY! ðŸ‘¥ðŸ‘¥ðŸ‘¥ðŸ‘¥ http://t.co/gsTSSuNe 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/gsTSuNe Neg Election
Got my free @starbucks bracelet today! Did you get yours? #Indivisible #VOTE http://t.co/6CgoH7U Pos Election
Free #indivisible bracelets at @starbucks today ðŸ‘¥ðŸ‘¥ http://t.co/JN9ouKTQ Neg Election
get my bracelet from @starbucks! http://t.co/VaVYKPlJ Pos Election
Make sure you save your "I Voted" sticker for #election2012 freebies from @Starbucks @JetBlue @bostonmarket & more: http://t.co/xGFGPL6y InDiff Election
A little treat for voting today. @starbucks & ice cream. And they are giving the Indivisible bracelets for f http://t.co/6GF4rPL6y 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 doughnut! http://t.co/wWp0sN7M 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 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, &amp; I do buy enough for the year;-) InDiff Product
@NationHahn Not that it would help you now, but have you heard about ññaMy @starbucks IdealOfâœ? http://t.co/Vbhb8Vcz InDiff Brand
@worlddroppings but it was more that he was messing with MY @STARBUCKS STORE/Baristas that I like a lot &amp; 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/8miTYXit InDiff Product
SEATTLE'S SEAFARING SIREN

@Starbucks If You Give Me A Free Grande Vanilla Latte @MelhiKing Will Marry Me

Hadd my blint @KFC. Cafe Mocha @Starbucks SLEX #tue @MarkDuwan: @lovecaramel what's your brekky?#tue

@Starbucks I know you may not read this, but please surprise my friend @OhMyMilNa04 by following him for his birthday! x3

@starbucks the #tasts http://t.co/b4mhDV

@Starbucks why do you tease me so? you give it to me than take it away after every holiday season #gingerbreadlatte #lovingit

Lol shall just spend my time with some coffee and a muffin @starbucks

Best Drink Ever. @Starbucks Carmel Apple Spice tastes like Momma's apple pie in a cup! http://t.co/WOMn9VX4

I still want Holiday Red Cups for iced drinks from @starbucks. #firstworldproblems

Stuck @starbucks styled in studs. lol http://t.co/9gZMfB

Wearing my #starbucks hear t-shirt today! @starbucksCanada http://t.co/pennZwvQ

Hey @starbucks, I kinda like you... @starbucks #decor #mugs #homedeoor #coffee #java #style http://t.co/YZUfSDjy

So @AMFussyBrend, patriot that she is, went to @Starbucks yesterday for coffee &amp; a bracelet &amp; stopped a guy from stealing coffee. Proud mom.

Life is better with extra whip @Starbucks #seasonalmenu http://t.co/s0FjDLr

I just want a good cup of coffee! #StarbucksProblems @Starbucks @ILoveCoffee

New @Starbucks healthy food/juice store in San Francisco http://t.co/wRk6nR via @Evolutionfresh http://t.co/YywLdu

Nothing like a nice venti hot chocolate @Starbucks to end a very busy day

Holiday cups have arrived @Starbucks!! This means only one thing...it's the most wonderful time of the year :) #Excited http://t.co/FaqBMQJ0

Dear @Starbucks I believe you got my order wrong and gave me cows milk instead of soy. Should have stuck with my usual Americano

@NadiyaAnd @Starbucks Now I do too Nadiya lol

Obama-endorsing CEO @Starbucks: Because of all the new taxes abt 2 crash down on our family, a r a luxury we can't afford anymore. So long

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?

Dear @Starbucks, bubble tea would be a good addition to your menu :) #cmonbro

Overhearing an MLM pitch next to me @Starbucks and remembering that some businesses refuse to deliver real value #monbro

Overheard at @Starbucks: 'GT Entertainment would be good to hire for a DJ for the wedding.' @Greg_Tish

homework time @starbucks with @allycat and #twitterlessjoey. #sryear #twitterlesspeople

You just bought me a bevy from @Starbucks!! ;)) finally got around to using my gift of winning Best Costume!!! Thank you @shainool!!

@starbucks should deliver

@deannabertish I'm gonna drink a frappâ© and eat a bigmac while my Dell is sitting on a book at @Starbucks sounds perfect.

@Hayden_Paige @MattCrotteau @Starbucks: They indeed have honey in them. However the Peppermint Mocha and the Gingerbread are V

YAAAAAAAAAYYY!!! The joy HAS begun!! Fallen in love. My favorite drink is back @Hayden_Paige @MattCrotteau

@deannaberish I'm gonna drink a frappé and eat a bigmac while my Dell is sitting on a book at @Starbucks sounds perfect.

@Starbucks? #breathe, #relax and has given me just enough energy to get out of this chair and open the door.

@Starbucks if You Give Me A Free Grande Vanilla Latte @MelhiKing Will Marry Me

@StarbucksCanada Great since I started it off right with a @Starbucks Venti Vanilla Latte Non Fat &amp; it was free with my rewards #addicted

Saying you want a @Starbucks 'Frappe' is like saying you want a Dell MacBook. @tyleryall @joshkoegy @nobbmdle @jzhu8 @starbucksPSA

ReKINDLE the season. @AmazonKindle x @Starbucks #bookworm #fall #winter http://t.co/iJ34Lom1

My night just got a lot better thank you, @starbucks http://t.co/QoNzdFv

The only thing making today even remotely ok. @starbucks #peppermintmocha http://t.co/WphdAS

just told the guy working @BlenzCoffee that even though I work @starbucks I still go there for any chocolate based beverages. #love #bestest

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.

Please don't bring computer peripherals to @starbucks. Nobody's impressed by your screenplay. #attentionstarved

@Starbucks think you should buy me one? I am a regular (;

I love that @starbucks lets me know I have arrived. @t3 http://t.co/S99AahYP

Wow crazy out!!! Wtf Stuck at @starbucks with my mother taking shot after shot of espresso. #twired #$$
Got our @starbucks - we are ready to jetset! Bound for Baltimore! @ Indianapolis International Airport (IND) http://t.co/DZqbcr8C
@Starbucks PLEASE FOLLOW ME!
I LOVE @Starbucks SO DAMN MUCH YUM YUM YUM
Dear @Starbucks - I love you but this redeeming of the rewards/free drinks thing is a little complicated. ☹️☕️ #coffeeholicprobz
I could really go for some @Starbucks right now...
Going to @Starbucks for coffee with a friend. Will make awesome #mamavation worthy decisions!
Caramel brûlée latte @Starbucks means winter.
@Starbucks im a supplier coffee beans from indonesia, and i have coffee LUWAK arabica coffee, are you looking for coffee beans?
@Starbucks Craving Starbucks so baddd!<3
Red cups http://t.co/DZqbcr8C
@RGD having fun at @CascoDesign playing puzzle game - beat that score! For a @Starbucks gift card #rgdDT studio tour http://t.co/dwiurqEs
@Starbucks is the most perfect thing in the whole entire world <3 #addiction
@Starbucks has 8000 combinations of drinks but they don't deliver? #whyyyyy
thinking in adagio @starbucks http://t.co/vn0e2Gh
Thank you @Starbucks for making my day! #RedCup #ExtraEspresso #LTD http://t.co/OQMS4lvM
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!
Looove the holiday season for so many reasons, but the main part being the @starbucks holiday drinks!!!
@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
@Starbucks I love the Starbucks app!!!
This song absolutely rocking right now. ♫ Animals by Muse (at @starbucks) “http://t.co/zAo9HN16
@starbucks give me the Christmas edition cup so I know it's real
@mgj7 @MiloandJack @Katephusmay @Starbucks Isn't Kate 'thrifty'? Uh, no. No wonder @couponcabin fired her
Eating too much shit FFS Fuck u @tesco @cafe @starbucks @cornershop @mikate @trainstationshop @pretmanger @cafenero @nisa
Morning. Double Shots. Iced shaken Espresso. Turbo charged. @Starbucks in Jakarta.
I don't normally drink @starbucks, but when I do I Make sure to get it for FREE!!!!! #WINNER
Only thing better than a Pumpkin Spice latte... Peppermint Mocha! @Starbucks #starbzaddict
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
Some good coffee @Starbucks before work! http://t.co/T2C48NQm
, @starbucks salted caramel hot chocolate is the bomb!
Little girl, to older lady (in @Starbucks): “I love your sweater! Where did you get it?” #OMG #adorable
@Starbucks I love the Starbucks app!!!
I love your sweater! Where did you get it?” OMG #adorable
SEATTLE’S SEAFARING SIREN

We cannot wait to share more about this special seminar on 11/26 :) @starbucks http://t.co/F7GGrRaAdf #delish #roasty #coffee #yum
Day 4 of @starbucks! Still addicted to Grande Peppermint Mocha! And Bagel! And got a free @starbucks Coffee. http://t.co/9hReAyx
@starbucks is great. Did take your kid to work day :D with @TylerMurray10
What's making me happy this minute? Peppermint mocha. @starbucks canada @starbucks redcupchallenge @starbucks http://t.co/Clo1IBLS
Slightly obsessed with vanilla cream frappuccinos with a pump of pumpkin spice from @starbucks.
I just had the worst @starbucks drinks and there are little choco chips in my caramel frap! Happy Bday to me! http://t.co/iVKNSFy9
My latte has "ask me" flavor!! Thanks @starbucks for the special coffee. http://t.co/Hj44Yym
Just had my first cup of @starbucks Christmas Blend of the season. So good! Wish they had it year round.
I love that my sister works for @starbucks.
My sweet kiddos in their "invisible" bracelets courtesy of @starbucks http://t.co/TJJ80MBd
I'm basically saying that you should all give me @starbucks every chance you get.
I hate when I go to @starbucks, &amp; they don't write my name down and/or smile. But when they find out I'm a barista too then they do it øY¬ŽxÝº˘
Went to @starbucks to study since I can't get anything done at home. Apparently that's the case for everyone else too..... so packed.
I don't get it when I walk by @starbucks and see people sleeping. #oxymoron #getacoffee
There are not enough random acts of @starbucks in my life.
Nothing better than @starbucks delivery from a sweet friend!!!
At @starbucks not drinking @starbucks, judging you... #starbucks
@starbucks give me the Christmas edition cups so I know itâ€™s real http://t.co/bI8i46Y
@Diyoudoanyou know most places serve soy milk, including @starbucks. You can enjoy little treats, without sacrificing your health.
I could absolutely go for ANOTHER @starbucks #GBL #Nom http://t.co/15ZHwfkt
#Didyouknow most places serve soy milk, including @starbucks. You can enjoy little treats, with
®™s real
@Starbucks give me the Christmas edition cups so I know itâ€™s real http://t.co/bI8i46Y
At @starbucks I don't get it when I walk by @starbucks and see people sleeping. #oxymoron #getacoffee
Had my first @starbucks Peppermint Mocha today. It must be winter!
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?!
You know winter's almost here when the @starbucks red cups come out http://t.co/fe50SmR
It's a #dirtychai kind of afternoon. @starbucks #ehai #doubleshot #espresso #alwaysiced http://t.co/IVJ3GNEz
Chillen @starbucks @francescano2 @starbucks http://t.co/10r6my1
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.
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.
i love you @starbucks
Here @starbucks gonna freshen up with coffee:yum!
@starbucks gingerbread latte, down the hatch. the evening is still young. #gettinmybelly
I'm like 4 points away from being a @starbucks gold member so yes I am going for the seconds time today.
Hey @starbucks my local Starbucks say no more Pumpkin Spice in Casa Grande, AZ... ! There goes fall. All we get is red cups. Thanks.
@MarinaBotros I got an @starbucks card
Got my first red @starbucks cup today, which means it is officially my favorite time of year!
@starbucks we want some starbucks in denmark, thanks. yyy
If only @starbucks would deliver a gingerbread latte or a peppermint mocha to my bed right now... øY¬ŽxÝº˘
marry me @starbucks
@starbucks your Refreshers are delicious! Tried my first one today and now I'm hooked! :) #delish #addict http://t.co/KZekw2hA
I'm "GOLD" now baby! (@starbucks) LOL! http://t.co/Ee67DIPU
@carey @starbucks always happy to do so as long as you're the one paying lol
Our afternoon pick-me-up. @starbucks #Refreshers #andrewheels http://t.co/YFJrDxH
Day 6 of #novemberphotoschallenge- favorite things... @starbucks Caramel Macchiato (triple grande @ Starbucks) http://t.co/cos4rTGw6 Pos Product
Passion Tea Lemonade and a Snowman Cookie. Birthday treats on break @Starbucks :) http://t.co/RdJf9w67 Pos Product
Almost every other thought I have is about @Starbucks. *•* InDiff Personal
On l-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 &amp; much needed pick-me-up! InDiff Personal
Teaching NKP about the life of Service (via Howard Elem) &amp; Sipping @Starbucks Engagement Through Service/ElectedToCare http://t.co/IA9e5axR InDiff Personal
#Thanksgiving tip: @Starbucks is giving away @food52’s holiday #recipes #ebook for free this week! cc: @OpenAirbooks http://t.co/bjnNKeTV 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. Süstired InDiff Staff
@ContraryMary #FirstWorldProblems #FreeThingsAreSoDifficult @Starbucks InDiff N/A
My relief from the nor’eastern hitting Boston outside the window. @starbucks @ The Westin Boston Waterfront http://t.co/dbwIg0GLk 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/Hi4HLa5 InDiff Product
Thank You Boulder @Starbucks team for donating your time and enthusiasm preparing &amp; serving a @bouldershelter meal! http://t.co/Xp5S63sV 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
I wish @starbucks would deliver LUCKY TWELVE @Starbucks always makes my day :) #RedCups #rewards InDiff Product
The most delicious thing I’ve eaten. Like ever. @Starbucks cake pop #NeedMore http://t.co/OKjoswAC InDiff Product
My day : @Starbucks Egg Nog latte, cake pop and Influence by Mary-Kate &amp; Ashley Olsen http://t.co/GwzyWZV3 InDiff Product
I wish @starbucks would deliver @wouldbebroke InDiff Product
they are the times I wished @starbucks delivered... InDiff Brand
Nothing like some Bach and Earl Grey Tea Latte at @Starbucks for an afternoon break. #classtonight InDiff Personal
Hanging w/ @JacksonJasmynt 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...? @starbucks [pic] â€š�€œGoogle http://t.co/tMfTLbqC InDiff Product
The distance from my house to the nearest @Starbucks is unreasonable. #sotired InDiff Product
Second coffee today... oh @Starbucks. #FreeThingsAreSoDifficult @Starbucks InDiff Product
I can’t bear it anymore. #IForget Between us you &amp; I know who to blame. @starbucks @ The Westin Boston Waterfront http://t.co/bj3eP9d Pos Brand
@AskBabyMama  @maji17 @MilondJack @Kateplusmy8 @Starbucks You first, BM
@townandbaby @Starbucks I probably will to get away from my crazy toddler soon!
Is this real life?? @Starbucks #Florida #NoSnowInSight #SorryImNotSorry #HappyKid http://t.co/4dAYX5Ni
@Starbucks How come the holiday flavours don't come in sugar free options?
@Ellahendy27 haha no I don't think so! Other than that we should totes go for a @Starbucks tomo!!
@MummyConnectEDW I would just about brave this weather for @Starbucks right now! Sweeping
@Starbucks Whitney Houston? That was a while ago
Hey @MattCrotteau are soy pumpkin spiced lattes at @Starbucks vegan? @MegganAnderson
First christmas blend of the season... with gingerbread syrup, of course! @Starbucks #Favouritechristmasdrink
@NiceIcePrincess Start a campaign. Organize. Good luck. @Starbucks
Date with @lregan6 at @Starbucks #sweethotbabe #storytime
@mqgjd7 @MiloandJack @Kateplusmy8 @Starbucks Mac are you kidding? Go to Starbucks & enjoy a Latte. Try not to be a jealous bitter hag.
@JerryUnderscore @starbucks Excellent!
@Starbucks Why do you make me stand in line for my rewards when I have the phone app?
@Starbucks I am on my way! French vanilla coffee w/ 4 raw sugars and light cream is needed #stat
All this snow makes me want a peppermint hot chocolate from @Starbucks.
Just had a bad experience at @Starbucks... Rare, but not fun. Not going to that one again.
The now Lucky 12 saved me at least $15! @Starbucks http://t.co/0DMHqVsu
@indiebizchicks Nope. 3 other fabulous flavors but no eggnog latte at my @Starbucks either :(
@erinfancywings im sitting at @Starbucks ...I've just finished some homework and am now just looking at your tweets today #TheBetterBeGood
@Starbucks buy me a drink and food, I'm poor. ):
NO. my @StarbucksCard did not just lose 15 of my HARD EARNED STARS. i was just half way though... in tough buying coffee. @Starbucks #help
@MelissaOnline @starbucks A couple people - one in my general area, and another in Canada have eggnog lattes. Weird that some do ...
Winter cups are here and caramel brûlée latte are my favorite @starbucks http://t.co/CRIk1qKL
@MoreThymeBlog talked w/@starbucks they've discontinued chocolate covered coffee beans 6/11; reconsider if enough ppl request; china alter.
@erinfancywings im sitting at @Starbucks ...I've just finished some homework and am now just looking at your tweets today #TheyBetterBeGood
@Starbucks In full of it
Expensive taste #Yummy #Caramel #TasteBudHeaven @starbucks http://t.co/p56u8xWz
@Starbucks give me the Christmas edition cups so I know it's real. http://t.co/6E*
@indiebizchicks Nope. 3 other fabulous flavors but no eggnog latte at my @Starbucks either :(
@Danielle_dub You're having @starbucks coffee!? #coffeeholic #cantgetenough
@RomDaBomb @Starbucks @momOFafps YEHHHHH
I was SO excited for my first @Starbucks gingerbread latte of the season. Then a liquid comparable to garbage juice touched my lips. #ad
@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?
@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
First person my @starbucks cashier had seen order a chocolate chai. Welcome to a world of amazing.

Christmas has hit @starbucks. I’m on Christmas Carol watch. Where am I going to hear m @ Westfield St Lukes http://t.co/5ReRtCG5

my @starbucks was on the house! Prazzle, now i’m warm &amp; extra happy! ty amye thappyrll

... at the studio, wating on a @Starbucks coffee and vamping some Alien Visions Boba’s Bounty purple in the LavaTube. Delish. #vape

@Starbucks #RedCapsChallenge my lastfestivevretreat http://t.co/GlaidDii

@starbucks tea and Rubios taco! lunchtime tyum http://t.co/5yAee70g

Random Question: is your local @Starbucks serving Eggnog Lattes? Mine isn’t. They have the other holiday flavors, though. Strange! #RedCups

It's only November 7th and this is my 3rd peppermint mocha of the holiday season. #addiction @Starbucks

Oh man I just started thinking about Peppermint Hot Chocolate from @Starbucks ... @yecatskorns @momofaos let's get some on Xmas eve again...

You know it's the first snowfall of the year when the line at @Starbucks is the longest you've seen it all semester. #LeifSnow

@20YS The fabulous #RedCap from @Starbucks ... be still my beating heart ;)

@Starbucks drinks &amp;amp; cold days go together like peas &amp;amp; carrots! Unfortunately, those drinks &amp;amp; my weight go together like biscuits &amp;amp; gravy.

I need @starbucks coffeeeee!!! And I need u love @Harry_styles xxpamela

I need @starbucks coffeee!!! And I need u love @Harry_styles xxpamela

These red cups from @Starbucks make me so happy &amp;amp; excited for the holidays! #RedCapsChallenge http://t.co/49ax2Oj

Run into @emilysimpson851 at @Starbucks What are the odds? P

Is there @Starbucks in WaltDisneyWorld right now?

@HarveyLevinTMZ @algore @starbucks I’m a “no foam” girl

The new addition to my family of Xmas @Starbucks mugs! Thank you @sueanstiss! http://t.co/ris6B6zT

@starbucks tea and Rubios tacos!

@Starbucks #RedCupsChallenge #myfavfestivetreat http://t.co/GlaidDii

My whole reason for living is so I can get to the Christmas season and get @starbucks peppermint mocha! #heartwarming

Justifying my 2 a-day @Starbucks habit because I see it on their cups

Why did @starbucks ever get rid of the way I see it on http://t.co/75EoAPB via @tns5mac. This guys is pirating music- http://t.co/DdlFAlYY @Starbucks

@Starbucks are the bracelet still at Starbucks today or were they only for election day.

@starbucks It's starting to feel like Christmas! Love the holiday decor and music - so cozy!

Finding @killianberry in the obscure @starbucks of Grayton Beach. #lostsouls

@Starbucks drove me to a happy &amp;amp; excited for the holidays! #RedCapsChallenge http://t.co/49ax2Oj

Finding @killianberry in the obscure @starbucks of Grayton Beach. #lostsouls

@Starbucks @milkshake_City, @Nandos_Official, @Starbucks and find and stalk one direction

4 things Ill do when I go to London: go to @Milkshake_City, @Nandos_Official, @Starbucks and find and stalk one direction

@bale4fifty @disneymom1208 @deellie81 @starbucks Ohh you win #highmaintenance orderer

@Starbucks #RedCups so pleased I saved half for a cheeky snack! Good to catch up @HenBBZ â

@bale4fifty @disneymom1208 @deellie81 @starbucks Why does cold coffee just taste bad/like bleach and not like iced coffee?

@Kaligurl270 guess what song came on the radio at @Starbucks just now... http://t.co/WLz5rNGa

@Starbucks Why does cold coffee just taste bad/like bleach and not like iced coffee?

Just finished my last shift :) @Starbucks

@bale4fifty @disneymom1208 @deellie81 @starbucks do compare... My order: Venti skinny vanilla latte with 3 Splenda.

That moment when you know you're supposed to be tired...But you're not. #uhohThank heavens for @starbucks http://t.co/O6FfpeT

The new addition to my family of Xmas @Starbucks mugs! Thank you @suzanstiss! http://t.co/zi7znST

@disneymom1208 @deellie81 @fsogsub I'm a " no foam " girl 8Y;8Y;8Y, but I'm a high maintenance @Starbucks order! 8Y?

First @Starbucks latte at the @AlgonquinCollegelocation excited #sogamy

Just got a round of applause from 3 French guys at @Starbucks who were impressed with my typing skills ;)

Gettin' drowzy, need @Starbucks quadruple shot!!!
take me to @starbucks @brenjane_ c'mon
@NiceIcePrincess LOL Louder. LOUDER!! @Starbucks
Chilling at the airport with a @Starbucks peppermint mocha #lifeisgood #hometime
@Starbucks, a green tea, coffee, one snowman all in $6.66. Thats right I'm a #beast. #fb
I'd love a @starbucks #verismo but not for $199! No thanks, ill go w a @keurig. K-cups are less $S too #valurop?
@Becky_DiStefano @starbucks @thebrella My fav is still peppermint mocha ))
@MoreThymeBlog @starbucks Chocolate covered coffee beans, ccbchanting now! Does Seattle hear us?
Why does @Starbucks always use regular milk when I ask for soy? I want my $ back
@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!
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.
@_hilarymaxwell makes the best @Starbucks in Ottawa! http://t.co/hZSoeYHN
@starbucks @ Starbucks http://t.co/XwVmG3v0
http://t.co/TwXKiBgK @StarbucksCanada @Starbucks /
@mandimarle i wish gigi could get me @starbucks
@Starbucks white chocolate mocha just made the walk back to my apartment easier. It's so cold!
Free peppermint mocha from @Starbucks?! #yesplease
@stephaniefusco I will have a little while - where is @Starbucks? (Near the Bay?)
hold my @Starbucks, I have to pee #superwhitegirlprobs
@ACraftyFox @urbanthreads @TwoMoreSeconds @starbucks That deserves a follow and an LOL. I'll add her name to the hat ;)
@MollieinSeattle @leeadams @Starbucks Also, you all should come hang out at our bike party at @theochocolate on Friday! http://t.co/wiuoAUAF
@EmeraldCityJazz @nwabcan @jjjcmlee @kateplusmy8 @starbucks How did FUFK find that out?
How my brain feels after only living on @Starbucks coffee. #mirrorgram http://t.co/QFn3CKT6
To reiterate, it's #snowing. Trying to resist the urge to go purchase a @Starbucks Peppermint Mocha -- for the red holiday cup, of course.
Give me the Christmas edition cups so I kno its real @Starbucks #halloweenyear
@PimpMyKids @schmeckygirl @kateplusmy8 @starbucks How embarrassing.
@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! ;)
@Starbucks &amp; cubbin' it on a snowy/rainy day http://t.co/pmWLdkOC
@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.
@Starbucks My 28 rewards stars disappeared in my iPhone app!! :-( Am I the only one or is this a known issue?? Thanks
That awkward moment when I was being streamed video in the coffee shop.
@MollieinSeattle @leeadams @starbucks Much love to all of you!!
@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 &amp; toss the whole cup!
@VZWMelanie @hitsuka Nice to meet the 3 of you @Starbucks today! The People for Ethical Treatment of Fruits &amp; Vegetables are glad no pumpkin was mistreated in the making of @starbucks seasonal drink.
@TTLYTEALA: I think I'm in love with @starbucks no joke...
First @Starbucks gingerbread latte of the season and it is DIVINE! (@ Starbirds) [pic]: http://t.co/IMfYHBrj
#mascameerly Just scored an additional 5 bucks compliments of @starbucks. Thank you! As I sip on this egg nog latte mmmm
The more I drink @LaColombeCoffee, the more I dislike @starbucks... I'm turning into a coffee snob and I don't even mean to
Stopped into @starbucks, way too much Christmas going on in here..my head hurts. 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!!
Just another day in #Florida: Woman arrested for masturbating in @Starbucks with a knife on crack. http://t.co/bbVWNCl
pumpkin spice latte... thankyouau @starbucks I'mAllToasty
I went looking for espresso coffee that's not Fairtrade and worse than @Starbucks in a bad neighborhood because... http://t.co/tenanR7

Salted caramel cake pops from @Starbucks and "anything can happen" by Ellie Goulding are my new favorite things.

I'm craving a Caramel Brûlée from @Starbucks right now!

 '@TulaPink @urbantreads I don't want to rat her out, but @TwoMoreSeconds bought coffee for the car behind her @starbucks.

@lockhart @Starbucks Booking a plane ticket rn

@lockhart @QueenMedoner <333 I'm so happy. Now everyone fly here and let's high, married, and drink some @Starbucks

I'm pretty sure that @Starbucks' ham artisan breakfast sandwiches brighten any day... #Delicious

@TheREALMsLane @starbucks Mine too! I got it 3 days in a row! Yummy.

I went looking for espresso coffee that's not Fairtrade and worse than @Starbucks in a bad neighborhood because... http://t.co/tenanR7

I'm craving a Caramel Brûlée from @Starbucks right now!

I hate when I finish drinking my @Starbucks coffee. I might need to start buying Ventis.

Nov. 7- I'm grateful for coffee without it I wouldn't make it through night class. #givethanks First @starbucks... http://t.co/WvVYUSv9

I'm grateful for coffee without it I wouldn't make it through night class. #givethanks First @starbucks... http://t.co/WvVYUSv9

@starbucks The Wi-Fi in your stores is really pitiful &lt;---sent via LTE from Brentwood TN store.

I'm craving a Caramel Brûlée from @Starbucks right now!

I'm craving a Caramel Brûlée from @Starbucks right now!

@starbucks Booking a plane ticket rn

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I'm craving a Caramel Brûlée from @Starbucks right now!
The world is once again a better place now that @Starbucks egg nog lattes have returned, right @TheCJBrady ??
The only incentive I have for going to class is that I stop at @Starbucks on the way. #gradschoolliving
@leedams @miir @Starbucks woo hoo!
Ok @starbucks you got me! I switched to plain soy lattes and now hooked. #GlutenFree (so much caffeine I cannot spell).
Way to make a terrible salted caramel mocha @starbucks . It's like you didn't even try... http://t.co/ksKA1OLS
All this cold weather is making me crave @Starbucks again today 🥛
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 😊)
@LifeOfABlondee: Blondes are the best. That's why @Starbucks even has a coffee after us lol @BlondeCoffee
@EmeraldCityJazz @jjjcmlee @Kateplusmy8 @Starbucks Wonder how KF's liking having FU as her official spokesperson/mouthpiece now? LOL!
@Starbucks @StarbucksCard I was at Starbucks yesterday and I didn't get a free bracelet! OY-Žrcheated
Relaxing afternoon in Pearland. Now I sit @Starbucks sipping my coffee with music in my ears. Thank you @TrishC13 wish you were here too 😊
@MiloandJack @Kateplusmy8 @Starbucks wow wasting more of her children's hard earned money...make your coffee at home...more smart savings k8?
@jjjcmlee @SchmeckyGirl @Kateplusmy8 @Starbucks Yep, and she'll never live that down! lol
@Starbucks has their holiday cups out! I love seeing those red coffee cups!
coffee charged anxiety. thanks @Starbucks
@MollieinSeattle I think we can ALL best friends! 😊 @miir @Starbucks
@EmeraldCityJazz @jjjcmlee @SchmeckyGirl @Kateplusmy8 @Starbucks Hope she's not throwing the coffee like she does the sandwiches!!!
Snow on the ground and at Starbucks的态度 to warm me up! It's a beautiful day. http://t.co/49j1tpu
@EmeraldCityJazz @Kateplusmy8 @Starbucks Milo probably getting worried about poor unemployed Kate, scooping new freebies for her!
Thank you @emboslycee for the @Starbucks :))))) <3
@Starbucks your iPhone app keeps informing me that your store is downstairs. Any way to make it stop? Thanks. Love it!
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.
They didn't give me my skinny peppermint mocha in a red cup 😓 @starbucks http://t.co/vrNes5F
@EmeraldCityJazz @SchmeckyGirl @Kateplusmy8 @Starbucks Kate did say she would work at McDonald's if she had to
Peppermint Mocha at @Starbucks #Thankyou Day is already improving 😊
I am now a @starbucks gold member!
@MarisolCorrea @Starbucks Aww see now....*grabs keys/wallet goes to get cinnamon dulce latte*
@JellyAll Idiocracy does it for me. Whenever going to @Starbucks , I always say, I've always got time for. Hand job? Love it!
Man, I really wish @starbucks delivered. Could really go for a skinny cinnamon dolce latte right about now.
Living in the country and working hours away from @Starbucks and still maintaining Gold status devotion
@Starbucks Red cups are back! 😊
@jjjcmlee @SchmeckyGirl @Kateplusmy8 @Starbucks Must be true! Milo is Kate's official rep! Kate Gosselin has been hired by Starbucks!
What's your favorite drink @starbucks ? http://t.co/dUxqwpho
Christmas mood @starbucks!!! Love it #christmas
Ughh @starbucks ruined my day. I asked to wait 10 on my card so I could pay with that but the girl charged me for that AND my stuff. Wtf
@Starbucks Canada really made the right move in switching hotspot providers. I'm pulling nearly 1 Mbps on BitTorrent right now...
Hangin @starbucks pre @alaskaimr to SEA this Vegas! (@ Terminal 3 w/ 3 others) [pic]: http://t.co/ZGOfavglf
@SchmeckyGirl @Kateplusmy8 @Starbucks Miko's tweeting the official announcement that Kate Gosselin is now working at Starbucks!
2nd cup of Joe... @Starbucks White Chocolate Mocha w/ Caramel Drizzle!!!!!!! 🥛☕️☕️*F*☕️*F*☕️ Pwv #CoffeeTalk #Starbucks http://t.co/RnawSnltq
@EmeraldCityJazz @SchmeckyGirl @MiloandJack @Kateplusmy8 @Starbucks Did Kate get a job at Starbucks? Is that why she is so busy?
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!!!!
I need a Caramel Apple Spice from @Starbucks!!!!!!!! Snow #mhmm http://t.co/exhnXKPR
Can't wait for the red cups to come out on @Starbucks :) I really want one not sure why hahaha
iced @starbucks coffee + @rihanna

@SchmeckyGirl @katelouly88 @starbucks You have to forgive Milo. She's very desperate for a Kate crumb.

@SchmeckyGirl @MiloAndJack @katelouly88 @Starbucks Employee? Makes no sense!

Excitement over election + daughter who woke up early = tired parents. Thank goodness for liquid caffeine, aka chai latte from @Starbucks

@MiloAndJack @katelouly88 @starbucks Wouldn't they just call her Customer of the Month?

It's time for a new edition of one of my "2nite @ Kenny's" shows. I think the last one was at @starbucks a few years ago

That moment when they finally don't have to ask for your name at @Starbucks. Lol amorE²*

Worst @Starbucks experience burnt milk in my latte and a horrible spinach and feta wrap #badstarttotheday

Need more caffeine than our coffee bar offers? @mappscoffee & amp @starbucks are both within walking distance of the hotel. http://t.co/pn7B6x69

What else would I be doing on a warm, sunny afternoon in Texas...other than having my @frappuccino fix @Starbucks!! #sohoogood

@Starbucks has a coffee called #BlondeCoffee considering becoming a coffee fan ;)

Why did i just watch my @Starbucks chai latte get cut with water. This is not only bullshit but also tastes terrible. #dayruiner

Now it's winter marshmallow Twizzlers @starbucks #Winter #cream #project356 http://t.co/4qGZr1

@Katelouly88 I heard Ur employee of the month at local @Starbucks &amp; U don't even work there! LOL #MuchoCoffeeDrinker Gotta keep Mom goin!

First time buying something at @Starbucks @starbucksUK and I felt awesome!! Couldn't stop smiling :D

Waiting a hundred years to get some @starbucks #coffeeoverproblems

Oh @Starbucks and the peppermint mochas. You will make me broke.

@Slimissjose Yummmmmmy http://t.co/4RdBjuOl i can one up you now... @Surreysportpark has a @starbucks INSIDE! #iamheffer

Apparently I ordered "coffee grounds" in my @Starbucks drink http://t.co/M6kXerF

Dropped my credit card in @Starbucks without noticing and the lady behind me pointed it out, so I bought her coffee.#feelgood #payitforward

@starbucks I'm in love with your peppermint mocha frappichino, or as I like to call it Christmas in a cup.

Hey @Starbucks I demand mr hanky the x-mas pop on your Xmas rotation music in the background

Drinking a pumpkin egg nog latte @Starbucks #YOLO

@agraceth I had @starbucks this morning too )

@starbucks Peppermint white chocolate mocha...Christmas in a cup

Two of my fave ladies sent me a @starbucks gift card. Thank you @dearbadkitty and @editag :) #love

I'm interested to see how @Starbucks reinvents the coffee shop in WA. What new "products" will they come out with... hmmm

I'm not feeling so good today, had to get a Chai tea from @Starbucks.

I'm interested to see how @Starbucks reinvents the coffee shop in WA. What new "products" will they come out with... hmmm

@Starbucks loses trademark infringement case over Chinese online game http://t.co/LC0dr287 #China

Employee? Makes no sense!

Customer of the Month?

Soooo... @starbucks, go follow @TLTLYTEALA! ;)

Snow and @starbucks holiday cup! & #ủYŶďŠ…Yay! #hotchoco #nails #democrathusãYŶďŠ…YYj; #obama2012 ňķ#snow @m, http://t.co/FX7zwSRQ

Is it sad that I'm looking forward to tomorrow morning so I can have my @Starbucks Eggnog Latte

@starbucks #peppermintchocolate is heavennnnnn! Oh my lord

Pair a Creative Travel Mug w/ a @starbucks gift card for a fab employee gift for the Holidays!! http://t.co/obKXnmpX

Omg my day has improved #treggnoilates @starbucks

@Starbucks today http://t.co/wWM7WDFH

#starways to happiness @starbucks #starbucks http://t.co/oZExaJ8

If @Starbucks followed me... I'd be sooo happy!!! I'm at Starbucks like everyday!!!

and I'm sticking a representation @starbucks on the ground floor. It will be a money losing tenant. wink

@Starbucks now offers their seasonal speciality drinks!!! try their caramel brule latte!! located in lower east level #todaygift #yummy

Announced I just realized, it's not only red cup peppermint hot chocolate time at @starbucks, it's ALSO peppermint bark time at #Gharrdelll!

Am sitting next to Gottfried von der Goltz @starbucks. Recognize him from @Tafelmusik poster. #secretsocietyofmusicians
@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/30C2pKSy Pos Product
First snow of the year! Well, slush:-) Heading for a @starbucks soy latte in my new @davrain boots! Will come back dry and warm:-) Pos Product
Hopefully grandma is taking me to @Starbucks ðŸ™ InDiff Personal
@cytijones Sorry bro... Maybe they will give you a few on the house. #firstworldproblems @Starbucks InDiff Brand
@danbomwong @starbucks cool! InDiff N/A
#8ReasonsWhyImOnTwitter @nickjonas @joejonas @kevinjonas @MileyCyrus @selenagomez @ZacEfron @ashleytisdale @Starbucks InDiff Brand
Starbucks date by myself. @picstitch @starbucks http://t.co/QEoHTEn8 InDiff Personal
@gingerymd @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
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/jYdFZOX 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 @backstreetboys on @pandora_radio and sipping a skinny peppermint mocha latte from @starbucks. #lifegood Pos Product
Trying out the Origami single cup pour over Espresso Roast this morning from @starbucks Japan http://t.co/lyqPBF2 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 #TofeeNutLatte from @Starbucks InDiff Product
@starbucks time. #CaramelBruleeLatte . Sigh. Memories! http://t.co/Elbiopya Pos Product
@NiceIcePrincess I love it when we can create a small riot. *grin* @Starbucks InDiff Brand
Gingerbread lattes are one of the greatest things on earth #love @Starbucks InDiff Product
Well, we both like @Starbucks! :) @RachelBrockway -- @david_landis @abblef @HMA_PR Pos Brand
@Starbucks You should tell @Harry_Styles to follow me Kk love you! â€œ 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! #TheWaitIsOver #RedCaps http://t.co/nsKLGIM4 Pos Product
Chillin in Downtown Homewood Illinois! (at @starbucks) " http://t.co/fJJ1vJc2 InDiff Personal
Gingerbread lattes are one of the greatest things on earth #love @Starbucks Pos Product
Thank you @starbucks in Charlotte, N.C. for helping this man with his prosthetic legs!  http://t.co/OCDRLejA #starbucks #hope #karma InDiff Staff
@Starbucks had a pumpkin spice latte and a pumpkin muffin this morning ðŸ‘ InDiff Product
Live Lounge at @starbucks Solihull #livelounge @ Starbucks http://t.co/n50XZEMI

@haleydancer96 @EleanorOfCalder @onedirection and go to @Starbucks :

Honestly, this skinny caramel macchiatto is making me happier than I've been in days. Thank you @starbucks.

Getting my @Starbucks fix! #cupsforawesome Who needs Wings when you can feel #Awesome!! #redcupchallenge http://t.co/Bwz5aan

@kaziozy @starbucks yeah it was the only think I used constantly!!!! I want a peppermint mocha from @Starbucks.

@impactjacq @nytimes @Starbucks great photo of him!!!

@dustinbriwer I know, right? Just frustrating after shelling out nearly 6 bucks for a coffee to find trash in it. @Starbucks

Mall kinda day. Foot & bags @starbucks #mall #newmemories #shorts #scarfs #sweater #boots #ipoistitch http://t.co/P8v2MhLM

@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

@ultragrrl @SudsyMaggie @Starbucks I would reply the same. 8) “Why do you hate vegans?” (rolls eyes)

Mohammed keep calm, toffee nut season is back at @Starbucks. And you'll get to the nearest branch asap to get a cup. Keep calm.

@Starbucks holiday cups make me so happy. Love little bits of holiday season. Already excited for Christmas!! #RedCups #Starbucks

@_JamieColson_ @Starbucks I know!!! Its disgusting they took that way from us!

Strong-armed my way to last copy of today's @nytimes @Starbucks! http://t.co/4FuWc4Ef

Thank you @Starbucks You have been a loyal & constant friend at this time of need. #poweroutlets #hotcoffee #freewifi

all of my @Starbucks stars disappeared and haven't come back!! whyyyyyy #help

I'm definitely grabbing a hot peppermint mocha from @Starbucks while I'm out to stay warm tho!☕

Fancy winning a starbucks hamper kindly donated by @Starbucks? well buy a raffle ticket & support a good cause http://t.co/ylt1HlU5s

@Starbucks @maddie_1D i want that too ??D

@Starbucks has the cutest holiday cups ever!!! thanks for always making my day! #happinessisinacup http://t.co/ZJ9WIB6

Thank you @Starbucks for my complimentary #indivisiblewristband! #redwhiteblue

Starbucks Christmas Cup in Maui!!! @starbucksca nada @starbucks http://t.co/CaVkaLhf

I feel special since the woman at @Starbucks asked if I wanted my iced coffee special made from the french press. #goldcardstatusbitch.

Went to @Starbucks this morning for coffee and a bagel and just now for lunch #Addicted

Brewing coffee for a work event featuring special guest Tom Douglas. #awesome @TomDouglasCo @starbucks @StarbucksJobs

First @starbucks Christmas coffee of the season! Toffee nut latte FTW.

@healthyfoodcart @Starbucks Yum! Might just have to make that happen on Friday; it'll be a nice break from our normal lunch!
Eggnog latte from @Starbucks is amazing!!! Could be turned into a nice nightcap 🍼~☕️~مرةً من حلم

@starbucks on Dumette Rd. Is the best. Gave me my drink for free cause I forgot my wallet and didn't have my gold card.

Thanks so much for the free birthday drink, @Starbucks!!!! I love you!! 🎉🎉🎉

You know it's almost Xmas when @Starbucks bring out their red cups!!! YAY!!! 😄😄😄😄😄😄😄😄😄😄😄

@BehaveMat @Starbucks I know! Warnings should be required anytime a coffee 🥤 $5. "Before I make this latte, you ought to know the price..."

Wow. Try to have a little fun with @Starbucks redcupschallenge on Instagram and it turns into a spam party. #nonplayinganymore

Today, the hardest decision I made was: coffee at @costa? @starbucks? Or @coffeebean ???

@starbucks time.

My new obsession: @Starbucks refresh tea. #whydidntanyonelfilleinsmoner

The seasonal @starbucks cups always get me pumped for winter! http://t.co/ggbHLeQO

I don't always drink @Starbucks Refreshers but when I do I drink them from a mason jar! #Classic

Very one waiting for starbucks in bangalore #starbucks @starbucks

@starbucks time.

@Starbucks needs to deliver. That would be amazing. #agirlcandream

@amymoczymski @Starbucks I am looking out my window at snow right now. I need gingerbread lattes.

I really need some coffee if I’m gonna make it thru this test @Starbucks @RNSchoolProbs

If anyone would like bring @Starbucks to my job it'd be greatly appreciated xox

@CarrieMinns Thanks for the @Starbucks gift for the "Keep Rhonda's amazing energy going" fund! It's working http://t.co/YC9I2YSq

@starbucks number three of the day! (It's only 2 pm) @Starbucks @StarbucksCanada #addiction

When was the last time you did something for the first time? quote from a @Starbucks planner (not sure which year 🤔)

@fcbadboy @Starbucks yes! Started last week down here! The weather's been nice and cool so it's been perfect.

Today I need @Starbucks and @chipotletweets to deliver. Quite a combo I know.

New outfit post! Leather legs, @miir t shirt, @shopdolcevita shoes, @pgbeauty and @starbucks #indivisible bracelet  http://t.co/aMNGmOYg

@starbucks "All I Want For Christmas"--Mariah Carey :) #SoFun

@amymoczymski @Starbucks They already have those? Is it in a red cup?

How has @starbucks STILL not updated for iPhone 5? 😧

@Starbucks my starbucks card is saying I only have one reward but I've made many purchases and I was close 2 gold...help!!!

Thank goodness for well placed @starbucks

Caramel Apple Spice from @Starbucks was the best decision I've made today #noreaster #cold #rainy

Trying to rep @Starbucks with my #Halo4 Spartan. Now I just want coffee. http://t.co/4G7IOYey

A horse at @Starbucks drive thru. Only in st c

Why is @Starbucks peppermint mocha so good? #trythiscombo http://t.co/ARc3sLse

Feeling the effects of not being able to fall asleep before 2 am. Hope my @starbucks gingerbread latte kicks in soon.

Just in @Starbucks supping on my favourite coffee that is only here for 6 weeks of the year #eggnogglatte #makesmehappy #firstthisyear

@starbucks bitches XD 😁

Skinny peppermint mocha, easy whipped, and the @Starbucks barista was like you can't do that; it isn't a skinny. Just give me my order. #arf

Free wifi @starbucks is my friend. So is hrwilliams. 😊

Peppermint Mochas are back at @Starbucks. I NEED ONE! holidays #caffeine

Perks to participating in class @starbucks if • http://t.co/Xp8PoA9Z

Anyone know what the standard temperature of a hot chocolate at @Starbucks is?

@starbucks #letsgo #2shotsespresso #sleepygirl #awakeup http://t.co/A0GKHBrw

Tried @Starbucks Sweet Greens evolution juice. Hardly sweet & barely green. Celery &amp; parsley flavors overwhelming. Very little nutrition.
Enjoying my first peppermint mocha of the holiday season from @Starbucks #hotcocoa #holidays #delish

Crafter in @starbucks Pumpkin Spice Latte. #favoritePartOfFall #Latte3 #Latte3

Need that @starbucks in my life right now... Not a coffee person but I need some energy after last night's festivities...

So I asked my mom to grab me a bracelet from @Starbucks yesterday. The workers there insisted on giving her 7... Lol

My Starbucks Rewards, a blog about Starbucks Coffee Company: https://t.co/OZtD6cy via @Starbucks

Just had a "reading time out at @Starbucks with @BrendonBurchard The Charge...I LOVE this book!! Fires me up to make sh*t happen!!

So excited to have the Caramel Brûlée Latte back at @Starbucks! I mean it needs to be here all the time.

I love when it's the holiday season, because I couldn't live without a @Starbucks Peppermint Mocha. #Delish

@NiceIcePrincess: No I don't. How many? @Starbucks

@MezJovi @starbucks ~ lol, upon second look, is the coffee for you or for the turkey, lol... Clever photo :) @starbucks

@WomensHealthMag have a tropical iced tea from @starbucks.

Peppermint hot chocolate from @Starbucks = YUM

Bring @Starbucks in Serbia!!!

Correction: This obscenely overpriced juice is not mediocre, it is awful. It tastes like old, unpeeled carrots. BOOOOOO, @Starbucks, BOOOO.

I could get a @starbucks pumpkin spice late today #addiction

We're very excited to announce that coming July 1st: Free. 1 click. No registration WIFI at all US locations! -> Via: @Starbucks

@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...

Huffington Post: Chic Starbucks Styles A Design Delight http://t.co/FZ47AuCd @huffpo @starbucks @starbucksgossip @ourlawyer

My @starbucks was giving out bracelets today for those who voted yesterday! Red, white & blue w/Indivisible on a bronze plate.

@AndThenWeSaved @starbucks um yikes! next time hit up @hi_rise, okay? :)

My @Starbucks was giving out bracelets today for those who voted yesterday! Red, white & blue w/Indivisible on a bronze plate.

I feel like today I will be making multiple trips to @Starbucks #sorrynotsorry #sleepygirl

@nishantgandhi @Starbucks @MujeebSiddiqui Btw, do you know how many folks asking for Choco covered beans last night @Starbucks ? The search is on!!

The best dose of energy after an early morning workout! @Starbucks/redcupchallenge http://t.co/lDHqVHc6

MoreThymeBlog 8thw, do you know how many folks asking for Choco covered beans last night @Starbucks ? The search is on!!

Also, check out the @starbucks mobile app for loyalty best practices -- I'm sort of in love with it! #LMKw

I know, I know sitting in @Starbucks having a gingerbread latte and sausage buttie just now. Tweeting on newly restored laptop!!!

First time trying the peppermint mocha at @starbucks

Oh ya know, just sitting in @starbucks, doing work, and listening to @Alexa, _Falk demos. #lovesongs #nottalented #goingdowninhistory

@earthuii @Starbucks it's gross now? Texture and taste. Did they just change recipe or supplier too?

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/pdb4UWU

I think I am addicted to @starbucks now! YUM YUM YUM EEJ KEEPPMSWAKEAT WORK

@Starbucks It's insane how good this gingerbread latte is.

Call me crazy, but this is so calming @starbucks http://t.co/YybRReDF

Move over @starbucks #secondcup marshmallow latte is my new addiction! #delish
At least one sip of my Pumpkin Spice Latte heading to @Starbucks for my #redcup loving anniversary blend this year on the clover tastes like pure #chocolate #fb

All I want for Christmas is... @Starbucks, @verabradley, and @TOMS!

Had my 1st taste of Christmas today in the form of an eggnog late from @Starbucks yum ☺ http://t.co/GDFPZXZz

Red @Starbucks Cups aren't here yet *grumble grumble*

There's a guy here on his computer. Not unusual for Starbucks, except it's his PC w/ huge screen, ... (at @starbucks) â

'a pumpkin spice latte to keep me warm from @starbucks!

Caramel brûlée lattes are back!!! Whoop whoop. @Starbucks

I feel so left out when @Starbucks doesn't ask for my name :( I

peppermint hot chocolate! &lt;3 @starbucks  good for a snow

day when I can't get out to get one from a smiling barrista #shpk #strathco

It's cold out there! With flurries in the forecast, warm up with warm treats @capitalteas, @lepainquotidien, @Balduccis or @Starbucks!

Capitalism brought us @Apple @Microsoft @McDonalds @Walmart @Starbucks @Google @GM @Ford @Facebook @Instagram and so much more! #learnit

It's so cold in my office today... wish I had a pumpkin spice latte to keep me warm from @starbucks!

With @agramonte at @starbucks [pic] â http://t.co/JRH99CQ

It's about that time that @Fashion_Munster and I go get our fave seasonal drink from @Starbucks ðŸšœ ðŸšœ caramelbruleelatte

It's official. Happy Holidays! Trees, red @Starbucks cups, and sugar-free peppermint are here. http://t.co/X7INRww

I want a @Starbucks around my corner! Not in a city far away!

I'm really enjoying Thanksgiving Blend so far @Starbucks

A cup of hot peppermint mocha to start my day... I wonder if they will be releasing Gingerbread Latte soon @Starbucks

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@Starbucks: Now that the elections are behind us, where'd we land on the free soy & syrup thing? #election2012

@rudy got a call from @Starbucks. I start tomorrow! #soexcited

@Starbucks equals #inspiration

@starbucks rewards is an eg of #gamification http://t.co/gECJQHDI #bunchball #goingsocial

Drinking @Starbucks peppermint mocha as it snows on me! #ItsChristmasTimeAgain (@backst http://t.co/mNZX

@Starbucks gave me caramel brûlée latte instead of the gingerbread latte I ordered, but #aintevenmad cuz that shit was #delicious!

@DarthHelix Scott, I was being silly saying that :) BUT I do wish @Starbucks had more vegan drink/food options! @ultragrrl

@BarackObama re-election at @Starbucks... #SurpriseSurprise

There needs to be a @Starbucks and a @PaneraBread in Pleasant View, Tennessee. Please and thank you.

@The/javitscenter @Starbucks will only accept cash or gift cards, so visit #adtechny booth 1507 to win one by playing our matching game!

@MarDelSol22 wouldn't it be great if @Starbucks had fireplaces? And we could sit fireside drinking p.s. lattes whilst listening to jazz?

I'm slowly coming to the conclusion that my addiction to @Starbucks is a serious issue. #Couldbeworse #butprobablynot

@DunkinDounuts has got @Starbucks beat with their peppermint flavored coffees.

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@starbucks iced coffee via is pretty good, better than I expected for instant coffee!

@Starbucks dat blond roast #money

@Starbucks: Now that the elections are behind us, where'd we land on the free soy & syrup thing? #election2012

Seriousl... Another awful cup of coffee from @starbucks! #cool #morningrained #nedmesmesedntbros

@rudy this is me sucking free WiFi off the @Apple Store by the @starbucks at Fair Oaks Mall in VA http://t.co/9NRjHrQq

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@Starbucks SAIT not only is it horrible service but they don't even have the @Starbucks reward program

@marvelgirl: How can I expect to lose weight when my fav drink is back? Can't resist eggnog chai latte @starbucks

@walkintostarbucks in Pleasant View, Tennessee. Please and thank you.

@Starbucks SAIT not only is it horrible service but they don't even have the @Starbucks reward program

@MarDelSol22 wouldn't it be great if @Starbucks had fireplaces? And we could sit fireside drinking p.s. lattes whilst listening to jazz?

@starbucks inside the Javitz Center at #adtechny ... $6.53. And they don't even put a cup sleeve on for you! Harsh.

I think I'm becoming a little addicted to @Starbucks got chocolate with whipped cream!! Might have to give u http://t.co/mNZXgVX

@supersweetie @starbucks you have my heart

@marvelgirl: How can I expect to lose weight when my fav drink is back? Can't resist eggnog chai latte @starbucks

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@trancesonic @Starbucks Cheers!

@Starbucks for lunch

I have never had a @Starbucks D: we need one in my town...

@Starbucks star count is broken?

Love me some @Starbucks around the Holidays and I go here everyday thanks @TimothyPaulK and @gahoor @sangmyuyewa http://t.co/WCVyZ6shb

absolutely loving this spanish guitar music @starbucks has playing currently !

Currently waiting in line for a skinny white pep mocha @Starbucks! #letthejoybegin #holiday

@Starbucks didn’t put any whipped cream on my latte. Im actually kinda sad about this... Lol

My favourite festive treat: @Starbucks Peppermint Mocha! #RedCupsChallenge @StarbucksCanada http://t.co/3pfHXcmQ

Ooh yum I'm at @Starbucks drinking a #Gingerbreadlatte latte

1st @Starbucks Gingerbread latte

@Starbucks run w/ @emespres for the highly sought after Red Cups was the best decision I've made all day #tooearlyforxmas?

I just want @Starbucks so badly (((()

@naomigoff @starbucks my least favorite thing about Woodbury.

Having our cool boss bring everyone's fave @Starbucks beverage to our office, .@moddeals... #priceless! http://t.co/45vCcWJs

It's an Iced DOUBLE Tall Mocha day @prairiecitysbux @Starbucks

@drakeshipway @starbucks has a bambo iPhone 4/4s case... why can't it be the 5? http://t.co/aXMFhGHt

Woo hoo! Green member at @starbucks and couldn't be happier. Only a few white mochas from Gold! http://t.co/LnxZCLY5

@starbucks why is it always so cold in your stores? I'm wearing a winter coat and hat still unbearable.

Avoid the atrocious & faltu 'Iced Chai Latte' at @Starbucks #Mumbai. Nowhere close to global standards. Can I get a refund? @burrp_mumbai

Just paid for coffee on my iPhone gotta love @Starbucks

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

Getting some @Starbucks coffee before heading to work always makes my day :)#Shoutout to @compuware for my new traveling mug and very cool @starbucks reloadable card #isum12 http://t.co/4tzVF8Ah

What's in my @DaytimeLondon @Starbucks cup? Orange blossom green tea @MrKenEastwood takes the stronger stuff http://t.co/jMWYhb8b

Just discovered the joy that is #chaitealatte @Starbucks #veryhappy

Love the Iced gingerbread latte :) @Starbucks

Can't wait to drink my zebra latte from a red cup http://t.co/3fDZ66Gz @Starbucks isn't my main squeeze #FireElle*

I need you @Starbucks. Like, right now.
@DarthHelix What?? If you aren't kidding you take things way too seriously. @sudsymaggie @starbucks

#Anniversarydate w/@Starbucks treat. My barista called it a hotventi, wet, hex-bomb. #stupid wisdom teeth. But it's just as delish. http://t.co/ElBEq5b6

@serendipity85 You are powerless to resist the draw of the @Starbucks. Drink...drink...mwwah 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 please. InDiff Brand

Tofu is back @starbucks in Middle East @ Starbucks Manar Mall http://t.co/qsCa44r 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/0lad0uq (+10pm) Neg Brand

Free drink from @Starbucks? #TodayIsAGoodDay http://t.co/LekOCOv8 Pos Product

@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

Morning coffee fix @Starbucks InDiff Brand

Just got a @Starbucks peppermint mocha and a gingerbread latte in one run...all for myself. ΔŸ; Δ" #define Pos Product

Never give your true identity @starbucks #skyfall http://t.co/ObyXwU2A 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, &amp; I just got @Starbucks #HellYeah InDiff Personal

Getting @Starbucks with my grandma. &lt;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  :) Pos Brand

I really appreciate great phone customer service. Thanks @starbucks InDiff Staff

@Starbucks is hiring a Senior Design Manager. Free frappuccinos perhaps? #starbucks #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 &amp; Arnold Miller Family Heart &amp; Vascular Institute) http://t.co/EOdDlJgeK InDiff Brand

@Jokoahs @starbucks yummy!! http://t.co/gmtbZwAz InDiff 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

I'm 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 &amp; 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 &amp; 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 &gt;:)

What would I do without @Starbucks !!
Wow just started school at 12! Starting off with @starbucks http://t.co/DPePjKsZ

Sittin here wiff mah #passiontea at @starbucks #nocaffeine

It takes an effort to make sure employees' brands align with the company's. http://t.co/kMXYS6M #brand (@Starbucks) http://t.co/dQCFiNHQ

This is me at the end of the line @starbucks. http://t.co/RXCY6IH9

Celebrating with a @Starbucks chai latte. #Obama2012

Thanks for the cup of coffee grounds @starbucks! Such a pleasant surprise #starbucks http://t.co/hMXYUS6M #brand (@Starbucks)

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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.

Getting a rude @Starbucks barista &hellip; I didn't even think that was possible!

280 PC Greystone is open! Definitely needing the fresh @Starbucks coffee we have brewing.

@AdrienneTheMrs Two pumps of white mocha for a little sugar, and a dash of nonfat milk. $2.11 of @Starbucks goodness!

Venti skinny vanilla latte down... need more. #coffeefind #bigmegas @Starbucks

Walked into @Starbucks &amp; saw a line of 20+ ppl. 30 are already enjoying their coffee, 10 are waiting for their order. Caffeine. What a drug!

I have a grande latte for samara... Lol kk @Starbucks man in state college get it right

Should be an interesting first day back at work since Sandy? HEAT IS FREAKING BROKEN &amp; IT'S SNOWING! Keep Calm &amp; Drink @Starbucks!""
@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

love the new @Starbucks cups :) fusclectedonchristmas

Pos Product

So I'll stop drinking @gongchaPH @HappyLemon Ph for the sake of @Starbucks planner &* InDiff Brand

So Shiningstars224 @Starbucks hey I didn't know there was a gingerbread latte! now i'm gonna try one :thanks

Cheat on @starbucks with @citicoffeePDX - GOOD hot chocolate. 😊

Indiff Brand

4 things to greatly improve my morning.. @Starbucks, Arne signing with @ChicagoFire, just saying @HunterJumper name and a @PaladinXI pic

Must be Xmas soon - @starbucks have rolled out their red cups! ffeelingfestive in #tyce http://t.co/xLDSO mj

Pos Product

It becomes a problem when you start spending this much at a coffee place. @starbucks #starbucks @Starbucks http://t.co/W9th2nXs

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. fmobile http://t.co/YiVsTplU

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 &i

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 iFzFzG:iA+;i*

Pos Product

Hey @Starbucks, you've got the Southeast Missouri State University location wrong. Haha http://t.co/ivCVChoo

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 pass via the portal. But a reset pass option is needed on app

InDiff Tech

@Eric_Thorp @breezyyy1111w! Do you like coffee? How about trying espresso? fmorning frenzy @Starbucks @DunkinDonuts

Indiff Brand

Road trip to Mexico with my bestie &amp; of course @Starbucks! #starbucksaddict @griffin #roadtrip #flametines @ha http://t.co/yfuH9yR

Pos Personal

I don't what I'm more anxious for this morning getting my ftxexincup @Starbucks or going to da dentist o.O #smile #legggoo

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 OY4'2G*

Indiff Personal

@Starbucks time iFzFzG:iA+;i*

Indiff Brand

Cool @starbucks menu inc wine and beer selections @ Starbucks http://t.co/2iqFUnGy

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.:d

Neg Brand

Lovely cup of coffee from @Starbucks to warm up! fTooCold

Pos Product

Waking up super early to get @Starbucks with @elizathornbery2 was one of my better decisions today/this week #holidays cups

InDiff Personal

Please say this isn't the highlight of your day @JohnYeWest: Oh joy! The Caramel Brûlée latte is back @Starbucks

Pos Product

Off to @Starbucks for a grande cup of Thanksgiving Blend to get me through today

Indiff Product

@FoodFtandFam @Starbucks I got one too! It's a good way to cheer up folks :) #holidays #holidaycups

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/VnrmAAtaQ

Indiff Personal

What a beautiful sight after a good workout. @starbucks http://t.co/HWDaybOs

Pos Brand

Awkward branding situation 4 @Starbucks considering they're in the Barnes &amp; Noble I bought this from, that sells Nooks http://t.co/8qIWGyYF

Indiff Brand

@AmberMaddux @Starbucks REALLY??? Yuck. I hate licorice.

Indiff N/A

@starbucks Canada Sandwiches to be enjoyed in every season! fFestiveFlavour #redcupschallenge http://t.co/lampMiA

Pos Product

I don't know what you mean by 'Uhh....@Starbucks doesn't sell headphones! What other type of place would you buy them at?

Indiff Brand

Love my @Starbucks at #kingandbrant

Pos Staff

@KelseyLins5 @Starbucks Damn you...but I have @starbucks for my @Keurig. #jelly

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 fWwO f sending coffee and energy your way! Not to brag, but I'm getting @starbucks now :) fym #awake up

Pos Brand

Just got asked if I wanted brandy in my coffee...thanks but no thanks @starbucks !

Pos Brand

Finally made it to @Starbucks @starbucksca nada #gold flevon the starbucks card http://t.co/Mh3hAUj

Indiff Brand
Long line @Starbucks this morning so I had the opportunity to talk to my barista about my job & about our conference this weekend! #Chew2012

Postelection convo @starbucks man says entrepreneurs don't care abt taxes when creating their business...what about when they want to expand?

I think I'm officially addicted to @starbucks pepperminthotchocolate

What can I do on a rainy day? Tea and study at @Starbucks @starbucks_es http://t.co/4negNW7Zq

Bryan, the super cute guy in front of me at @Starbucks just bought my coffee this am!! Paying it forward to the lady behind me #karma

@Starbucks @StarbucksCanada - fine day for a Grande-Extra-Hot-Soy-Tazo-Chai-Latte!!! #Yum

Stevie drew me a special Christmas fox because my @Starbucks is out of red grandes. @Starbucks http://t.co/4kA3K1rv

Thanks to @KElizabethh pumpkin spice white mochas are now my new favorite @starbucks drink ever!

Starbucks is getting in the season. #fall #starbucks #christmas @starbucks http://t.co/sOO0769U

I so love the #christmas cups at @Starbucks too @rcropper9...except with the #caramelbrulee ;)

Goodnight! Another long and exciting day for us tomorrow! @Starbucks @AyalaCentrio

Homeless man at @Starbucks, scratching your head & peering into your fingernails fully cancels out your opening the door for me. #justsayin

Morning?? Lol You're pretty hardcore, @ConcoranPDX @starbucks

Carmel brulee latte is back at @starbucks #TY #OY #OYi

"Thanks to @Boeing @Amazon @Microsoft @Starbucks others, our region is doing and will continue to do well." #EmTrends #ET13 @ulinorthwest

...but I STILL gotta have my @Starbucks... (@Starbucks w/ 3 others) http://t.co/1p10f68

From the runway to you daily coffee run, spotted: Rodarte for @Starbucks In stores http://t.co/NF4d9Jtv

Actually went to my 9am and didn't completely fail my presentation...so I'm rewarding myself with some @starbucks #whatsnew

Disappointed w/ poor customer service @Starbucks Parkside #RVA. Wanted breakfast & newspaper, not have cashier belittle my

...but I STILL gotta have my @Starbucks... (@starbucks w/ 3 others) http://t.co/1p10f68

Brainstorming (at @Starbucks) ltd" http://t.co/yZrZrgFL

Mmm first Carmel Brule Latte of the season mmm @Starbucks

Happy girl = free latte @Starbucks

The gallery just got an @Starbucks Verismo. Now I just have to figure out how to use it...

Hey, @Crystal_YVR, can you tell me if there's a @Starbucks on "Freedom of the seas" cruise ship?

the day after the election is a great day for a @starbucks holiday drink & a pandora #christmas station. #m

Hey, @Crystal_YVR, can you tell me if there's a @Starbucks on "Freedom of the seas" cruise ship?

Actually went to my 8am and didn't completely fail my presentation...so I'm rewarding myself with some @starbucks #whatsnew

Disappointed w/ poor customer service @Starbucks Parkside #RVA. Wanted breakfast & newspaper, not have cashier belittle my political decisions.

Holidays are here :) - it might snow today...yay! @starbucks jinglebells http://t.co/xfunzKWR

I have had all three @starbucks festive drinks this week! #coffeeaddiction

So glad my post-election convo @starbucks man says entrepreneurs don't care abt taxes when creating their business...what about when they want to expand?

How's your life in Diff?

Disappointed w/ poor customer service @Starbucks Parkside #RVA. Wanted breakfast & newspaper, not have cashier belittle my political decisions.

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@Brynnalapperly @Starbucks newbury street. its a clustered fire hazard now ...
@Starbucks has the best hot chocolate so far! Disagree?
@jenniebytheway, our friend Chris @starbucks asked about you today. wondering how you were doing. He didn't know you were "running your"
@KCookKGW @starbucks every morning when I'm drinking my scotch I do the Will Ferrell line from @Anchorman
@cameronasa at @starbucks on 157? If so, she is legit
The festive cups are out @Starbucks #festivalfan is starting! http://t.co/RZ5Fmz5v
It seems like a @Starbucks morning if you ask me. #redcups
At @starbucks â“¢ http://t.co/19WdH6uK
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?
@jodygrandstrom - GIRL! I got one on Tuesday and it was N.A.S.T.Y., tasted of licorice and not gingerbread at all @Starbucks
SERIOUS mixup with my @Starbucks order this morning. Skinny mocha, 8bucks. Waaasy too sweet and with the artificial sugar after taste. Bleh
@Starbucks is calling my name...I hear you honey bunch :)
@Starbucks I wish the latte I tried for the first time was as hot as your coffee or maybe it was not suppose to?
@AndreaRussett @starbucks love my new Christmas cup âœ…âœ…can you see the snowman?
old school @deadmau5 &amp; @Starbucks morning #grindtime #christmascups
The design team of the newly remodeled @Starbucks is here admiring their work ... shame they dont realize how the new layout is a CLUSTERFK!!
really low caffeine intake as of late. today I went clover brew @starbucks and it's awesome. good call @dylanolwder
@ministry91 @starbucks both sound so amazing.
Look how cute these cup from @starbucks are!: ) http://t.co/6xFdl.1e
Just saw a Tim Hortons' worker waiting @Starbucks - no one can resist.
@Starbucks customer support team! A customer service issue is awaiting your response on http://t.co/aD6twW9j: http://t.co/cVvILVxdr
It's so funny being in @Starbucks and hearing people piss and moan about the election results. Can't please everyone. #suckit
@Starbucks round 2 and my iPad. Bout to board this here plane
Hey @starbucks take note! The Most Anti-Starbucks Menu Ever Created http://t.co/1mqlj5puD via @BI_RetailNews
vintique just got my new Christmas cup from @starbucks love http://t.co/yQTUvrAQ
a morning bun and a coffee sounds perfect right now :) @Starbucks
@BravoAndy You can cruise hoties @starbucks w/ me &amp; @stubbscrew - cuteboysoncaffeine
PUMPKIN LOAF!!!!!!! TODAY IS A GOOD DAY Ô¥Ô¥Ô¥ @Starbucks http://t.co/cCV76dyt
Why does @Starbucks taste even better when it's free?? Thanks to those reward points I'm enjoying a venti caramel brûlée latte &amp; sandwich! Ô¥Ô¥
@AndreaRussett @starbucks You should get a caramel cream frappuccino
Even just seeing a @starbucks Christmas cup makes me happy! #coffeeandchristmas
@davdpollack47 @ESPN_ReceDavis @starbucks and @jessepalmer heads straight to get more hair gel ...
@davdpollack47 @ESPN_ReceDavis you two need @Starbucks anonymous star!
Hello @starbucks can I have a Venti/Trenta Jack Daniels @Jexxus_ . No ice. Thanks. @rachel_m_flores
Best way to start out the day #Facebook @Starbucks http://t.co/yQOOfdAT
AT @STARBUCKS AFTER ACTING CLASS ~ yummy! #Phone; "BEFORE I DIE" - @PAPAROACH @JACOHSHADDIX &lt;33
All the talk of #coffee this morning made me crave some @starbucks! http://t.co/yNWyMvzP
@AimesAl went to @starbucks and they gave me a cake pop because I had tears in my eyes, listening to sad music. &quot;putasmileonmyface
Another shout out to a lovely Down to Earth lady, Banta Blanchard. I'd serve her coffee @starbucks &amp; we'd chat about life. #RIP my friend.
These red @Starbucks cups are really nice
I aced my math test so I feel like it's only right that I reward myself with @Starbucks.
Christmas coffee time at @starbucks with @matt_chasey : ) Ô¥Ô¥Ô¥ -S
@mogonore whereâ™s my @starbucks?
I think I could make millions if I joined @Starbucks and a child’s indoor heated playground together for the winter days.

Every Wednesday @ESPN_ReceDavis &amp; I land in our City for Thursday night FBall, &amp; we immediately head straight to @Starbucks

@Starbucks Gingerbread latte! Tis the season! #GoodMorning

Attempt #3 at trying to get some pumpkin loaf from @starbucks if they are out again ØŸ˜€

@HurricaneMatteo @Starbucks the campaign starts here! Banana flavour rocks!

Caramel Brulee latte @starbucks. Now the day has started folks

It’s a two-trip @Starbucks kind of day.

I absolutely love @Starbucks !

Great post! MRT @kimjewell3: Did you miss yesterday’s Monday morsels? http://t.co/BWmyMaAK featuring @glossybox_ca #brunch &amp; @Starbucks

@Starbucks #lemoncake delivery!!!!!! WaahOO!

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

date status topic

11/1/12 @sara_mahoney Eeeeeeeeeeeeee :) hehe happy #RedCup day!
Convo

11/1/12 @temptalia ahhh we’re honored ;) What are you drinking today?
Convo

11/1/12 @celticookie glad you’re feeling better
Convo

11/1/12 @breguerrero2 #thumbsup :)
Convo

11/1/12 @AnnaBananaS will you be collecting clothes all week?
Convo

11/1/12 @michoki #somanysmiles
Convo

11/1/12 @aitligh you make us happy :)
Convo

11/1/12 @alberteperi cheers
Convo

11/1/12 @BriLoBue is your birthday today? :)
Convo

11/1/12 @hannahchundle amazing. What’s the lesson about today?
Convo

11/1/12 @HL11Hannah 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 @clteegs agreed ;) Happy #Redcup day!
Convo

11/1/12 @gattar_mel ahh Ahhh belated #Halloween ;-
Convo

11/1/12 @hollandweathers cheers!
Convo

11/1/12 @thefatandskinny: RT @lovelydetails: 3 words: @Starbucks. Red. Cups. &lt;&lt; hehe :)
ReTweet

11/1/12 @shawnygreen sorry about that :("
11/1/12 @aaront5 very soon :)  
11/1/12 @alli_dukes happydince :)  
11/1/12 @SaviShaw see you soon my friend :)  
11/1/12 Good to see you again, my friend. redcups http://t.co/qV2nBvAh  
Brand  
11/1/12 @AmnadaSheskey :) coffeepassion  
11/1/12 @EmilyNCouch happy birthday Doris! :)  
11/2/12 @daiessc hehe :) Happy Friday  
11/2/12 @1_RealHarleyDog thank you for helping support @IAmABananas  
RT @IAmABananas: Sandy help volunteer brooklyn starbucks clothes hurricane brooklyncollege nyc bay broo @ Starbucks  
http://t.co/qMjmJT5G  
11/2/12 Rebuilding together: text REDCROSS to 90999 to donate $10 to @redcross or text RECOVERY to 52000 to donate $10 to @unitedway hurricane sandy  
11/2/12 @VeroOfficial_ ; ( happy Friday  
11/2/12 @lovephilosophy @Hallie495 Happy Friday :)  
11/2/12 @ROCKDETOIT happy Friday :)  
11/2/12 @mikewilna looking good! #somanysmiles  
11/2/12 @Melanie_Acosta1 &lt;3  
11/2/12 @DebPostman @iannabananasi :)  
11/3/12 @DanHolm love the hashtags. #letthejoybegin!  
11/4/12 @EmmaSophJohnson cheers :)  
11/4/12 @NiallHoran1D_93 happy Saturday :)  
11/4/12 @BriLoBue got it on the calendar :) Hope you're having a wonderful weekend.  
11/5/12 @ImMarkBernhardt love me some afternoon #coffee :) Enjoy my friend!  
11/5/12 @olvavavoom hey! #oops Sorry about that friend :(  
Apology  
11/5/12 @adrianaulegrid hi :)  
11/5/12 @MarieEdwards429 no purchase just come in and show your support.  
11/5/12 @JilOusey together we can make a difference.  
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 @Lewgie @Nordstrom couldn't agree more :) #redcup  
11/5/12 @MilkieMcDuart tell your barista you want to use it next time you go in and your app will update within 2 hrs.  
11/5/12 @KellyMcGraw happy Monday :)  
11/5/12 @acimmino lol! You have a good day...  
11/5/12 @kknightons @Whobugs can you DM me your email addresses? :)  
11/5/12 @allisonpierce_ woot woot! Welcome to the #goldclub  
11/5/12 @Whobugs @kknightons can we buy? :)  
11/5/12 @alyssaj.mitchell #smiles  
11/5/12 @MissChenessa OMG! Cutest picture EVER! #redcup  
11/5/12 @TraceeTolentino have to make sure you're taken care of.  
11/6/12 @maddie_1D DM me your email address :)  
11/6/12 @maddie_1D can we buy you a breakfast sandwich and a drink? :)}
11/6/12 @maddie_1D we like to buy coffee for people :) Convos
11/6/12 @theAlenaLee together we make a difference. indivisible (sorry about spelling your name wrong) Apologies
11/6/12 @RunnersTales cool photo my friend :) Convos
11/6/12 @malikhmu we do. From your kitchen to your living room :) http://t.co/M8G5DGUE #Verismo Convos
11/6/12 @HTC_Sarah don't forget to grab your indivisible wristband. Convos
11/6/12 @hidden_panda together we can make a difference. indivisible Convos
11/6/12 @Kharmabiss :) Convos
11/6/12 @BeccasCrazyBoys happy early birthday!! ;-) #Verismo Convos
11/6/12 @FSolomonRR a happy snowman? :) #redcup Convos
11/6/12 @heyitselisa see you in a few ;-) Convos
11/6/12 @baileyfitz4 we won't tell ;-) #redcuphappiness Convos
11/6/12 @verltodd together we can make a difference. indivisible Convos
11/6/12 @DeeLockz it sure does ;-) Can we buy? DM me your email address... Convos
11/6/12 @AleenaOhh can we buy? DM me your email address :) #bestfriends Convos
11/6/12 @JasmineGill1020 hi ;-) Convos
11/6/12 @AleenaOhh even better! Convos
11/6/12 @AleenaOhh newfriends :) Convos
11/6/12 @LisaEarby looking good ladies :) cheers! Convos
11/6/12 @FinnHarries very sorry about that Finn :( Apologies
11/6/12 @Takozu :) welcome to the family #hobapartner Convos

11/7/12 @Jenni_Marie8819 what's your favorite holiday song? :) Convos
11/7/12 @nikkinarath13 I love that ring! #fierce Convos
Appendix 4 – Twitter Chart Results

Figure 1 – 11/1/12
Total Tweets = 900

Tweet Tone

- Positive: 53%
- Negative: 36%
- InDifferent: 11%

Tweet Topic

- Product: 533
- Personal: 95
- Brand: 96
- Staff: 57
- Work: 13
- Random: 80
- Charity: 17
- Election: 1
- Technology: 8

Total Tweets = 900
Figure 2 – 11/2/12
Total Tweets = 412

Tweet Tone

- Positive: 52%
- Negative: 10%
- Indifferent: 38%

Tweet Topic

- Product: 229
- Brand: 86
- Staff: 15
- Work: 8
- Personal: 9
- Election: 1
- Charity: 8
- Technology: 4
- Random: 52
Figure 3 – 11/3/12
Total Tweets = 848
Figure 4 – 11/4/12
Total Tweets = 843

Tweet Tone

- Positive: 44%
- Negative: 13%
- InDifferent: 43%

Tweet Topic

- Product: 368
- Staff: 73
- Brand: 229
- Work: 13
- Personal: 75
- Election: 1
- Technology: 12
- Random: 68

Tweet Tone Distribution:

- Positive: 44%
- Negative: 13%
- InDifferent: 43%
Figure 5 – 11/5/12
Total Tweets = 323

**Tweet Tone**

- Positive: 36%
- Negative: 14%
- InDifferent: 50%

**Tweet Topic**

- Product: 104
- Staff: 27
- Brand: 100
- Election: 34
- Random: 23
- Technology: 6
- Charity: 1
- Personal: 23
- Work: 5
Figure 6 – 11/6/12
Total Tweets = 1,038

Tweet Tone

<table>
<thead>
<tr>
<th>Tone</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Positive</td>
<td>46%</td>
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<tr>
<td>Negative</td>
<td>44%</td>
</tr>
<tr>
<td>InDifferent</td>
<td>10%</td>
</tr>
</tbody>
</table>

Tweet Topic

<table>
<thead>
<tr>
<th>Topic</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
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<tr>
<td>Brand</td>
<td>178</td>
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<tr>
<td>Election</td>
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<tr>
<td>Staff</td>
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<td>Work</td>
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<td>Technology</td>
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<tr>
<td>Charity</td>
<td>3</td>
</tr>
<tr>
<td>Random</td>
<td>70</td>
</tr>
</tbody>
</table>
Figure 7 – 11/7/12
Total Tweets = 1,010

Tweet Tone

- Positive: 48%
- Negative: 11%
- InDifferent: 41%

Tweet Topic

- Product: 427
- Staff: 68
- Brand: 271
- Personal: 124
- Technology: 27
- Random: 72
- Election: 11
- Work: 8
- Charity: 2
Figure 8 – 11/1/12 to 11/7/12 (@Starbucks)
Total Tweets = 86

<table>
<thead>
<tr>
<th>Tweet Topic</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
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<tr>
<td>Apology</td>
<td>4</td>
</tr>
<tr>
<td>Conversational</td>
<td>77</td>
</tr>
</tbody>
</table>
Appendix 5 – Facebook Data

Figure 1 – 11/1/12

![Bar chart showing Facebook data for Holiday Cup on 11/1/12 with Likes, Shares, and Comments categories.]

- Likes: 86,786
- Shares: 2,220
- Comments: 1,450

Figure 2 – 11/2/12

![Bar chart showing Facebook data for Holiday Cup on 11/2/12 with Likes, Shares, and Comments categories.]

- Likes: 174,270
- Shares: 4,366
- Comments: 3,059
Figure 3 – 11/3/12

Figure 4 – 11/4/12
Figure 5 – 11/5/12

![Bar chart showing Holiday Cup with Likes, Shares, and Comments.]

Figure 6 – 11/6/12

![Bar chart showing Holiday Cup, Sandy Relief, Election, and Company Values with Likes, Shares, and Comments.]

- **Holiday Cup**
  - Likes: 212,336
  - Shares: 5,176
  - Comments: 3,847

- **Sandy Relief**
  - Likes: 51,184
  - Shares: 3,855
  - Comments: 1,068

- **Election**
  - Likes: 13,148
  - Shares: 199
  - Comments: 1,068

- **Company Values**
  - Likes: 5,196
  - Shares: 3,411
  - Comments: 963
Figure 7 – 11/7/12

![Bar chart showing data for Holiday Cup, Sandy Relief, Election, and Company Values.](image-url)
# Appendix 6 – YouTube Data

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<th>Views</th>
<th>Subscribers</th>
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Appendix 7 – Infographic of Overall Findings

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.