



# **STARBUX DIARY**

Christine Ferrera







This book is dedicated to  
Ryan, Jared, Elizabeth, Bronwyn,  
Maggie, Mindy, Dave, Lisa, Katie, Matthew,  
Mariah, Kelly, Rebecca, Destiny, Shy, Paul  
and everyone who wrote me back.

Thanks for your time!





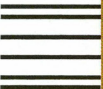
# WE'D LOVE TO HEAR YOUR THOUGHTS

Please take a moment to give us your suggestions and advice.



SKU#193151

STORE # 75657



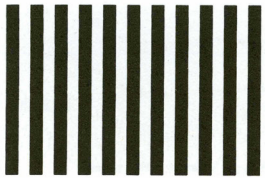
NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

## BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 75396 SEATTLE, WA

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: CUSTOMER RELATIONS  
STARBUCKS COFFEE COMPANY  
PO BOX 3717  
SEATTLE WA 98124-8891





# Dear You,

It's hard to believe a decade has passed since I walked into a Starbucks store and noticed that their customer feedback cards read, "We'd love to hear your thoughts..." Despite being a congenial phrase, it seemed a bit intimate for corporate literature. In addition to coffee and biscotti, I happened to be in the market for an endurance art challenge that day and this invitation struck me as serendipitous. I think it was the "..." that got me. I decided on the spot to write a letter to Starbucks Coffee Company on their own (postage pre-paid) comment cards once a day for one year.

At the time, I was striving to make art while juggling three waitressing jobs. I had been painting for years but was somewhat lost and unable to find my individual voice. I either had time to work in my studio or money enough to survive, but never both. This time vs. money conundrum frustrated me. I felt powerless, as an artist in a product-driven culture, to engage with the greater social conversation. I took a conceptual art class in which we studied Tehching Hsieh and Marina Abramovic - seminal performance artists whose primary medium is the passing of time. This idea took my breath away, as I value time as the most precious "commodity" in life. The work of these artists inspired me to radically change my approach to art-making, which brings me back to the moment I found myself standing in Starbucks, dot dot dot.

After having written one letter a day to the ubiquitous coffee chain for one year and having received several polite but formal letters in return, the project was now complete. However, around that time my life went through a period of upheaval and misfortune and I began to receive letters of a slightly more personal nature from Starbucks. I realized that my daily ritual or my "Starbux Diary" as I had come to call it, had developed into a means of expression that was crucial to me. So, I decided to keep my side of the correspondence going... for nine more years.

And, sometimes, Starbucks writes back.

Christine Ferrera  
Artist/Diarist  
February 14, 2015







# Coffee



Coffee



Grounds



Predict



Dark



Turbulent



Future



Made with 10%  
post-modern  
angst

**Caution, muffins often happen  
for no reason.**



# Chapter 1

Do you think that life is  
totally random  
or we choose our own fate?

I know questions like this are annoying  
and your answer will most likely be,  
“A little of both.”

See! I just did it!  
Self-fulfilling prophecy...

Sometimes, I feel so pathetic.  
But usually, I just want to grab life by the  
scones, kick it in the Frappuccino  
and let the biscotti fall where they may.

YOU KNOW WHAT I MEAN??

**-- Christine Ferrera**

This is the author's opinion, and not necessarily that of Starbux.  
To read more or respond, go to [www.starbuxdiary.com](http://www.starbuxdiary.com)



We want to do everything possible to make your Starbucks experience the best it can be. So please tell us what we are doing that makes you really happy, or if there's anything else we could be doing better. Your feedback and ideas about your experience at Starbucks are very important to us.

### Other Ways to Contact Us

- Call us at 1-800-23-LATTE.
- E-mail us through our Web site at Starbucks.com.
- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad & Bowe

What was the date of your visit? 2 / 14 / 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☐ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
tummyache69@hotmail  
527 W 1st St. RIA 23219  
(804)648-7007

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

I like your coffee. I visit Starbucks almost everyday. I usually get the exact same thing, a double cappuccino. I like your dairy selection: milk, skim, half & half, soy, 2%, etc. I always use half & half but it's nice to have options. Starbucks is part of my daily routine. It's become a way of life for me. It's also pretty much the only coffeeshop around. I don't know the people who work at my local Starbucks very well but they seem particularly good-natured. It makes me feel like there is something going on that I want to be a part of. Please, write back.

Our partners (employees) are here to help.

If for any reason you are not satisfied, please let them know.

XO,

Chris

Thanks for your time!

MOISTEN, FOLD, SEAL AND MAIL.



We want to do everything possible to make your Starbucks experience the best it can be. So please tell us what we are doing that makes you really happy, or if there's anything else we could be doing better. Your feedback and ideas about your experience at Starbucks are very important to us.

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PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? 9th St & 2nd Ave.

What was the date of your visit? 2 / 18 / 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☐ Afternoon ☒ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
tummyachy69@hotmail  
527 N. 1st St. Rm 23219  
(804) 648-7007

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

I'm in New York visiting my brother and his wife. Last night, we had a birthday party for my nephew who turned 1. I've seen a lot of Starbucks but haven't had coffee at one yet. I'm at a cafe' in Brooklyn drinking iced coffee. It's not nearly as strong as Starbucks and they don't have cinnamon here which I really miss. The people who work here are nice but in a different way. They don't seem as genuine or friendly as the employees at the Starbucks in Richmond. I detect a note of sarcasm in their attitude but that could just be me. I'll write more soon.

Our partners (employees) are here to help.

If for any reason you are not satisfied, please let them know.

XO, Chris  
P.S. - New York is exciting!

Thanks for your time!

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MOISTEN, FOLD, SEAL AND MAIL.



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PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broadway & 114<sup>th</sup>

What was the date of your visit? 2 / 19 / 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

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Christine Ferrera  
tummyache69@hotmail  
527 W. 1st St. Rm 23219  
(804) 648-7007

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

I'm still in New York. I drank a ton last night and I have a terrible hangover. I'm trying to quit smoking and doing dumb things. So far, so good with the not smoking. I'm at the Hungarian Pastry Shop having coffee and a prune Kolache. It is delicious! Sometimes, it seems impossible to let go of the past. I hung out with my friend last night and had a long conversation about relationships. I was surprised at how emotionally worked up I still get about X even though we broke up years ago. Do you think I will ever get over him? Ugh. Don't answer that...

Our partners (employees) are here to help.  
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XO,  
Chris

Thanks for your time!

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- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit?

Broadway #114<sup>th</sup>, NYC

What was the date of your visit? 2 10 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☐ Afternoon ☒ Evening

### MAY WE CONTACT YOU?

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Christine Ferrera  
tummyache69@hotmail  
527 N. 1<sup>st</sup> St. RVA 23219  
(804) 648-7007

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

Okay, the thing I wonder about relationships is: if you are profoundly in love with someone then how do you ever really "get over it"? If it didn't work out does that mean it was never true love? If it was true love then why didn't it last? If you do get over it then can't you simply get over anyone? Does that mean that all relationships are basically interchangeable? If they're all the same then what's the point of pouring your heart into anything? But, if you never get over it that means that practically every body is walking around with a broken heart. How can a new love ever hope to blossom?

Our partners (employees) are here to help.

If for any reason you are not satisfied, please let them know.

Please, write back!

Thanks for your time!

xo, Chris



We want to do everything possible to make your Starbucks experience the best it can be. So please tell us what we are doing that makes you really happy, or if there's anything else we could be doing better. Your feedback and ideas about your experience at Starbucks are very important to us.

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PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? #7386

What was the date of your visit? 2 21 2005  
MM DD YR

What time of day did you visit us?

☒ Morning ☐ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
527 N. 1st St. RVA 23219  
(804) 648-7007  
timmyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

Do you think that in order to be creative one has to be in a constant state of longing or agitation? Or do you think the opposite, like you should be totally Zen? Or neither? Please, give this question some sincere thought and get back to me. Any answer you give will be helpful and illuminating. I appreciate the fact that your stores always have nutmeg and cinnamon. That's not true of all coffee shops. I am sometimes tempted to steal them but I know it's nicer for everyone if I don't. Come to think of it, I do a lot of things for this reason. Talk to you soon!

Our partners (employees) are here to help.

If for any reason you are not satisfied, please let them know.



xo, Chris

Thanks for your time!

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MOISTEN, FOLD, SEAL AND MAIL.





**Starbucks Coffee Company  
Customer Relations**

P.O. Box 3717  
Seattle, WA 98124-3717  
800/235-2883 (800/23-LATTE)

March 05, 2005

Christine Ferrera  
527 W. 1st St.  
Richmond, Virginia 23219

Dear Christine Ferrera,

Thank you for contacting Starbucks Coffee Company. It is always a sincere pleasure to hear from valued customers.

Providing premium coffee and customer service is Starbucks ongoing goal, so we are glad to hear that your experiences reflect just that. We shared your comments with the Retail Operations department to ensure that the appropriate partners (employees) receive the praise and recognition they deserve.

Thank you for acknowledging Starbucks efforts. We hope you will enjoy Starbucks coffee for years to come.

Warm Regards,

Ryan F.

Customer Relations  
Starbucks Coffee Company

Enclosure: 1 coupon





We want to do everything possible to make your Starbucks experience the best it can be. So please tell us what we are doing that makes you really happy, or if there's anything else we could be doing better. Your feedback and ideas about your experience at Starbucks are very important to us.

### Other Ways to Contact Us

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PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad & Bowe

What was the date of your visit? 3 / 10 / 2005  
MM DD YR

What time of day did you visit us?

☒ Morning ☐ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
527 N. 1<sup>st</sup> Street R1A  
(804) 48-7007 23219  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,  
I got your letter today! Thanks for writing me back! Although, you didn't respond to my questions about creativity or the nature of love and relationships. Starbucks! Do you believe in true love? I wonder how many people have met and fallen in love at Starbucks? I'm not usually this preoccupied with love. I am this week because I met someone I REALLY liked but it didn't work out. I got scared so I pushed him away. I mean, I literally pushed him ever so gently but we were standing on an icy sidewalk so he fell and that was the end of that. Now, I feel like I'll never find the right person and I'll always be alone. For the most part, I like being alone. Well, thanks a-latte!

Our partners (employees) are here to help. If for any reason you are not satisfied, please let them know.

Thanks for your time!

XO, Chris

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- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad & Bowe

What was the date of your visit? 3 | 8 | 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☐ Afternoon ☒ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferreira  
527 N. 1<sup>st</sup> St. #A 23219  
(804) 648-7007  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

Today I went to Starbucks for a cappuccino. There was a man in front of me at the counter. He asked the barista if the toffee fudge nut brownie was any good. She said, she'd never tried it. He asked the other woman. She said the same thing. Then, he turned to me and said, "What do you think?" I said, "I think it tastes like a combination of sawdust and poo." No, I didn't really say that but don't you think it's strange that a grown man can't make up his own mind about a brownie? He said, "I don't mess with it unless I get a recommendation." Crazy.

Our partners (employees) are here to help.

If for any reason you are not satisfied, please let them know.

XO

Chris

Thanks for your time!





**Starbucks Coffee Company  
Customer Relations**

P.O. Box 3717  
Seattle, WA 98124-3717  
800/235-2883 (800/23-LATTE)

March 12, 2005

Christine Ferrera  
527 W. 1st St.  
Richmond, Virginia 23219

Dear Christine Ferrera,

Thank you for contacting Starbucks Coffee Company. We always appreciate hearing feedback from valued customers.

We were sorry to hear about your experience at Starbucks. Providing courteous and professional customer service is a top priority at Starbucks, so your comments are of great concern to us.

All partners (employees) attend 24 hours of training where delivering premium service is stressed as one of the main goals. We shared your comments with the store manager and district manager, as customer feedback is a critical measure of Starbucks success in exceeding customer expectations. If you return to any Starbucks location and do not have an enjoyable experience, we invite you to speak directly with the store manager.

Please accept the enclosed beverage coupon with our apologies for your experience. We hope all your future visits to Starbucks bring you nothing but pleasure.

Warm Regards,

Jared S.

Customer Relations  
Starbucks Coffee Company

Enclosure: 1 coupon



We want to do everything possible to make your Starbucks experience the best it can be. So please tell us what we are doing that makes you really happy, or if there's anything else we could be doing better. Your feedback and ideas about your experience at Starbucks are very important to us.

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- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad & Bowe

What was the date of your visit? 3 | 15 | 2005  
MM DD YR

What time of day did you visit us?

☒ Morning ☐ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
tummyach69@hotmail  
527 N. 1st St. P.O. Box 23219  
(804) 648-7007

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,  
I just got your letter! But I don't know why you are apologizing for your employees. It was commenting on the odd behavior of a customer. I've never had a bad experience with the employees at any Starbucks. I feel terrible about the misunderstanding and would like to apologize to you and your employees. The atmosphere at my local Starbucks is one of peaceful sanctuary and self-reflection. Starbucks is synonymous with caffeinated enlightenment. It is the buoyant lifeboat that keeps me from sinking under the weight of the biscotti around my neck!

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Thanks for your time!

XO, Chris

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MOISTEN, FOLD, SEAL AND MAIL.



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- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit?

Shortpump mall

What was the date of your visit?

4 | 6 | 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferreira  
527 N. 1st St. R/A 23219  
(804) 648-7007  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

I just had a lovely chat with one of your customer service representatives. I wish I could remember her name. She was so sweet and I felt like she really "got me." We talked about love and relationships. She said there is a dating website called starbucksingles.com that someone created who is not actually affiliated with Starbucks. She also said you've received several letters and calls from people who've met their husband or wife at Starbucks. If I ever meet the right fella, maybe we could have our wedding reception at Starbucks. Just think about it.

Our partners (employees) are here to help.

If for any reason you are not satisfied, please let them know.

XO,  
Chris

Thanks for your time!



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PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad & Bowe

What was the date of your visit? 5 / 23 / 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Femera  
fmmyach69@hotmail  
527 W 1st St. RVA 23219  
(804) 648-7007

### PLEASE SHARE YOUR THOUGHTS WITH US:

$\int (n2) = \sum_{I \neq 1}^{\infty} \frac{1}{K^{IV}} \prod_{p=1}^{\infty} \frac{1}{1-p^{\lambda}}$

$\sum_{x=1}^{\infty}$

$p = \text{prime}$

Dear Starbucks,

I just met the most amazing man at Starbucks! He's working on an equation to find prime numbers. These are my interpretations of his formulae. Aren't they beautiful?

$C = \text{coffee}$

XO, Chris

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What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

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Christine Ferrera  
527 N. 1st St. RVA 23219  
(804) 648-7007  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

Oh, I feel like the biggest piece of garbage today. I told this regular at the bar that I wanted to kick him in the face. He is always getting into fights at the bar and in the alley out back in this makeshift boxing ring. He is annoying but I honestly don't know what got into me. I wasn't bartending, at the time, I just stopped by for a drink in between gallery hopping. I tried to apologize but my boss fired me. She hardly said a word, she just handed me an anger-management book and said goodbye. What the fuck? He punches his friends in the face for fun but I'm the asshole? I am mortified.

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If for any reason you are not satisfied, please let them know.

XO,  
Chris

Thanks for your time!

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MM DD YR

What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

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527 N. 1st St. RVA 23219  
(804) 648-7007  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,  
I was working at the diner today and I told my co-worker that I feel like the worst person in the world because of my drunken scene last night. She assured me that I am not the worst person in the world and that she has done much more horrific things. Of course, I wanted to know what so I tried to guess. I asked her if she had ever killed anyone and, shockingly, she said yes. It seems years ago when she was doing tons of drugs, she sold some bad heroin to this guy and he died. Yikes! I can't imagine having to live with that. I have to say, it did make me feel a little bit better about myself.

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XO, Chris

Thanks for your time!



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PO Box 3717  
Seattle, WA 98124-8878

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What was the date of your visit? 6 | 8 | 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

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Christine Ferrera  
527 N. 1st Street, RVA 23219  
tummyache69@hotmail.  
(804) 648-7007

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

I'm sitting on your patio enjoying an iced latte. Uh, oh! Here comes the manager! He's a puffy, red-faced man huffing away on a cigarette. He's one of those people who's so exuberantly friendly, it's scary. How does one become a manager at Starbucks? Do you have to start at the bottom picking coffee beans under the hot sun? Or could you waltz right into it, provided you have your name embroidered on a Polo and "management material" written all over you? Do you hire ex-cons? If I worked at Starbucks, I'd drink delicious coffee drinks all day long until I had an aneurysm. I'm serious! I have NO self-control. XO, Chris

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If for any reason you are not satisfied, please let them know.

Thanks for your time!

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MOISTEN, FOLD, SEAL AND MAIL.





**Starbucks Coffee Company  
Customer Relations**

P.O. Box 3717  
Seattle, WA 98124-3717  
800/235-2883 (800/23-LATTE)

June 13, 2005

Christine Ferrera  
527 W. 1st St.  
Richmond, Virginia 23219

Dear Christine Ferrera,

Thank you for contacting Starbucks Coffee Company. It is always a sincere pleasure to hear from valued customers.

Providing premium coffee and customer service is Starbucks ongoing goal, so we are glad to hear that your experiences reflect just that. We shared your comments with the Retail Operations department to ensure that the appropriate partners (employees) receive the praise and recognition they deserve.

Thank you for acknowledging Starbucks efforts. We hope you will enjoy Starbucks coffee for years to come.

Warm Regards,

Elizabeth G.

Customer Relations  
Starbucks Coffee Company

Enclosure: 1 coupon



We want to do everything possible to make your Starbucks experience the best it can be. So please tell us what we are doing that makes you really happy, or if there's anything else we could be doing better. Your feedback and ideas about your experience at Starbucks are very important to us.

### Other Ways to Contact Us

- Call us at 1-800-23-LATTE.
- E-mail us through our Web site at Starbucks.com.
- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Cary St.

What was the date of your visit? 6 | 24 | 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
527 N. 1st St. RIA 23219  
(804) 648-7007  
tummyachule@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

My friend just got back from Korea where she was teaching ESL. Her father runs a school in Daegu and she is trying to convince me to teach there. I guess you can make a lot of money and they give you a free apartment. So, I could pay off all my loans in about one year. I asked her if they have Starbucks there just as a joke but she got really mad and accused me of being a "typical American consumer." Now, I feel like I have to go to Korea just to prove her wrong, although I suppose she is right. She has a complicated relationship with American culture. Come to think of it, so do I.

Our partners (employees) are here to help.

If for any reason you are not satisfied, please let them know.

XO, Chris

Thanks for your time!

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- By mail: Starbucks Coffee Company  
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Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad & Bove

What was the date of your visit? 7 9 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
527 N. 1st St. RVA 23219  
(804) 648-7007  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

Whoa. Our manager didn't show up for brunch today. At 8am, she called to say she was having a herpes flare-up. I tried to convince her to just take the day off but she was dead set on coming in. She showed up in the middle of the rush and asked if I wanted to see her herpes. I kept telling her I had drinks to make. Then, she and the other waitresses went in the backroom. Eek! Why would anyone want to see that?! This is the same woman who walks around with no underwear and bends over tables full of creepy dudes so they can look up her extremely short skirt. Actually, she is kind of our most popular manager.

Our partners (employees) are here to help.

If for any reason you are not satisfied, please let them know.

Thanks for your time!

xO, Chris

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PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad &

Bowe

What was the date of your visit? 7 16 2005  
MM DD YR

What time of day did you visit us?

☐ Morning

☐ Afternoon

☒ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
527 N. 1<sup>ST</sup> ST. RVA 23219  
(804) 648-7007  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

Today, I went on a date with that drummer and he brought me flowers! He's pretty cute but he has a picture of a topless woman with pierced nipples on his cellphone. That seems like a bad sign. Like, if I've made it this far without dating an experimental jazz drummer, why start now? I mean, I love the idea of having a "capricious summer fling," you know, just a "delightful romantic romp" with "no strings attached" but it never seems to work out. There are always strings and they are always firmly attached. Who am I kidding? I've got to be the least capricious little fawn that ever flitted through a meadow!

Our partners (employees) are here to help.

If for any reason you are not satisfied, please let them know.

Oh! xo  
Chris

Thanks for your time!

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- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

Dear Starbucks,

I rode  
my  
bike  
Star

PLEASE SHARE YOUR THOUGHTS WITH US:

past 3  
bucks

today!

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? none

What was the date of your visit? 8 | 9 | 05  
MM DD YR

What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
tummyache69@hotmail  
527 N. 1st St. PVA 23219  
804-648-7007



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Our partners (employees) are here to help.  
If for any reason you are not satisfied, please let them know.

Thanks for your time!



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PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit?

Willow Lawn Mall

What was the date of your visit?

8 13 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☐ Afternoon ☒ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
527 N. 1st St. RVA 23219  
(804) 648-7007  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

I'm so sad. My best friend is moving to New Orleans for grad school. I'm really happy for her but the thought of her leaving me here alone makes me want to cry. I don't know what I'm going to do without her. I have other friends but they are all couples with kids and it's just not the same. She's one of the only people I can talk to that doesn't make me feel like a total lunatic. I didn't think it was possible to feel more alone than I already do. It's Saturday Night and I'm sitting outside the Starbucks at the strip mall watching the sun set over Staples. No offense, but I've never been more depressed.

Our partners (employees) are here to help. If for any reason you are not satisfied, please let them know.

Thanks for your time!

xo, Chris



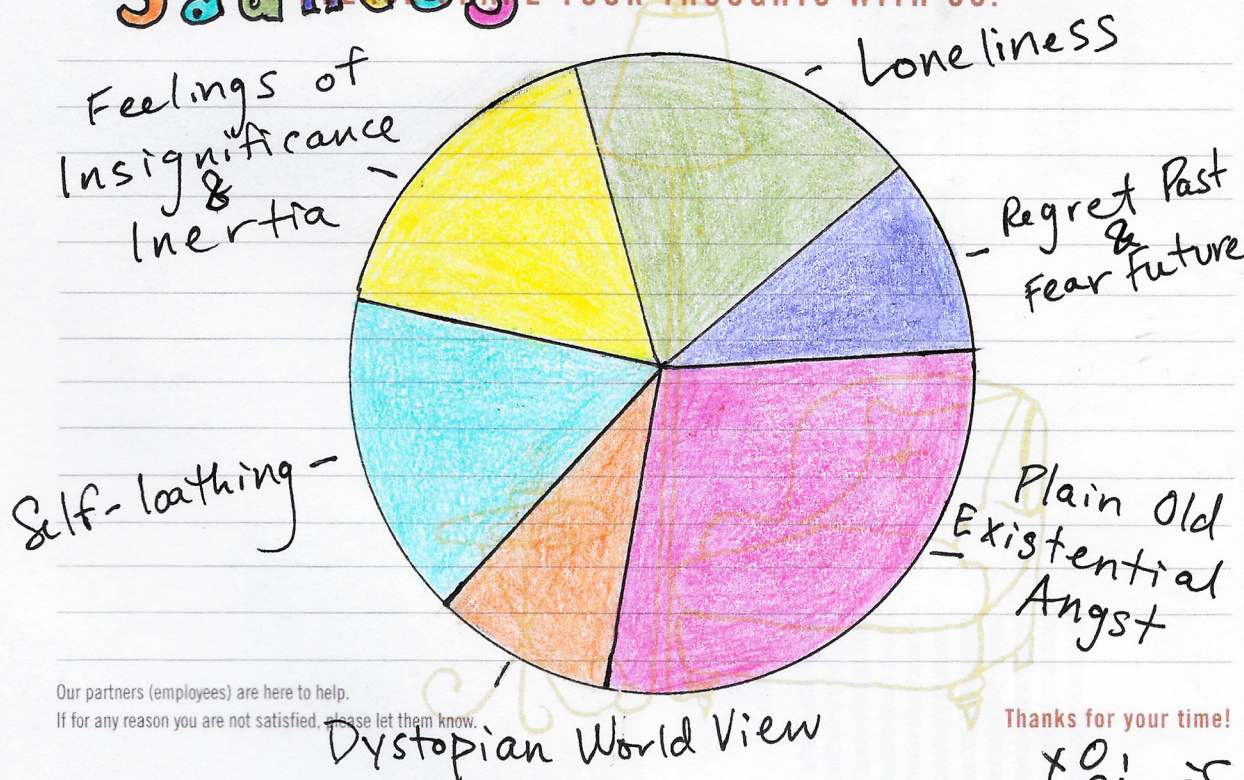
We want to do everything possible to make your Starbucks experience the best it can be. So please tell us what we are doing that makes you really happy, or if there's anything else we could be doing better. Your feedback and ideas about your experience at Starbucks are very important to us.

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- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

## Wheel of Sadness

PLEASE SHARE YOUR THOUGHTS WITH US:



Our partners (employees) are here to help.  
If for any reason you are not satisfied, please let them know.

Thanks for your time!

x O Chris

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad & Bowe

What was the date of your visit? 8 / 15 / 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☒ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
527 N. 1<sup>st</sup> ST. KVA 23219  
(804) 648-7007  
tummyach69@gmail

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We want to do everything possible to make your Starbucks experience the best it can be. So please tell us what we are doing that makes you really happy, or if there's anything else we could be doing better. Your feedback and ideas about your experience at Starbucks are very important to us.

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- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? None

What was the date of your visit? 9 | 21 | 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☐ Afternoon ☒ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
527 N. 1st St. Rm A 23219  
(804) 648-7007  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,  
I just read an article about a website for soldiers in Iraq. They can post photos of carnage in exchange for free porn. Isn't that disturbing? Apparently, some of these pictures are extremely graphic and accompanied by jokes and offensive commentary. This country is becoming really embarrassing. But I don't want to bore you with my nihilistic rant. Just go on baking those Apple-spiced Scones and 3-layer brownies and roasting all that delicious coffee and living in that kelly green bubble of yours where everything is so clean and everyone is so fucking polite. When the apocalypse comes, I'm heading straight to STARBUCKS!!

Our partners (employees) are here to help.  
If for any reason you are not satisfied, please let them know.

Thanks for your time!  
No, thank you!  
Chris

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**Starbucks Coffee Company  
Customer Relations**

P.O. Box 3717  
Seattle, WA 98124-3717  
800/235-2883 (800/23-LATTE)

September 30, 2005

Christine Ferrera  
527 North 1st  
Richmond, Virginia 23219

Dear Christine Ferrera,

Thanks so much for your encouraging words.

It's so exciting to hear you had a great experience that reflects our core values and supports our efforts to enrich your day. I forwarded your compliments to our management team to share the good news with them.

If you have any other questions or suggestions, please let us know.

Warm Regards,

Lisa H.  
Customer Relations  
Starbucks Coffee Company

Enclosure: 1 coupon



We want to do everything possible to make your Starbucks experience the best it can be. So please tell us what we are doing that makes you really happy, or if there's anything else we could be doing better. Your feedback and ideas about your experience at Starbucks are very important to us.

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- By mail: Starbucks Coffee Company  
PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad & Bowe

What was the date of your visit? 10 / 1 / 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☐ Afternoon ☒ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
527 N. 1st St. PMA 23219  
(804) 648-7007  
tummyache61@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

Fuck! I got fired from the diner today. I completely overslept my brunch shift.. Tonight, my friend and I drank wine and talked about whose dad is crazier. My dad recorded a George W. Bush protest song with a marching band and never finished writing a book titled, "Love Me, Love My Penis." He's only on his second marriage but he told me that he's in love with his mistress. Her father is a famous novelist on a first-name basis with Fidel Castro and he has several kids from five marriages. She thought it was a tie but I'm pretty sure she wins. She wins the prize of having the best excuse for being a trainwreck of a human being. XO, Chris

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PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Broad &

Bowe

What was the date of your visit? 10 23 2005  
MM DD YR

What time of day did you visit us?

☐ Morning

☐ Afternoon

☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferreira  
P.O. Box #4589 RVA 23220  
#lummyache69@hotmail.

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,

The drummer and I broke up today. We had a long talk about my move to Korea and the whole long distance thing and it doesn't seem like there is enough reason to make it work. He's sweet but he lives with his parents whom I've never even met because they don't approve of him dating a non-Muslim. But later, when I was at the recording studio, someone was smoking pot and accidentally started a fire. I think they forgot I was sleeping in the basement. Luckily, I woke up in time but I had to go stay with the drummer at La Quinta. Big mistake.

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Thanks for your time!

XO, Chris

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PO Box 3717  
Seattle, WA 98124-8878

### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? None

What was the date of your visit? 12 25 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☐ Afternoon ☐ Evening

### MAY WE CONTACT YOU?

Please leave your name, address, phone number or e-mail address if you want us to respond to your comments.

Christine Ferrera  
P.O. Box #4589 PIA 23220  
tummyache69@hotmail

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks,  
Happy Holidays! I can't believe this is the last time I'm going to see my family for one year. I can't stop thinking about someone dying or something horrible happening while I'm on the other side of the world. My insane stepmother made Christmas brunch but it was just coffee and dessert. I feel sick to my stomach and I'm still hungry. It was a very tense day. I love my Dad so much I just wish I didn't have to deal with her. I know a lot of people complain about their stepmothers but she is truly awful. Luckily, my Mom and the rest of my family are great. I don't want to leave. I'm scared.

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Thanks for your time!

XO, Chris

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### SPECIFICS ABOUT YOUR VISIT

Which store did you visit? Brady St.

What was the date of your visit? 12 28 2005  
MM DD YR

What time of day did you visit us?

☐ Morning ☐ Afternoon ☒ Evening

### MAY WE CONTACT YOU?

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Christine Ferrera  
P.O. Box #4589 RVA 23220  
tummyache@hotmai

### PLEASE SHARE YOUR THOUGHTS WITH US:

Dear Starbucks

I came to Milwaukee to get my paintings from the gallery and stayed at my friend's place where X also lives. I had a bizarre run in with him. We were crying and saying goodbye before I move to Korea, then we started making out. His girlfriend came over to spend the night. It was so cold and I had to sleep on their couch in my coat and boots with no blankets. I feel kind of mad and sad and jealous and guilty but I'm also not going to see him for a long time so what's the point? Now, I have to drive back to Chicago and it's super foggy and sleeting. I've never been

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so confused in my life and I am literally driving into a fog. Thanks for your time!

Chris

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