

Starbucks goes for the burning sensation

By Caroline Muspratt (Filed: 03/01/2005)

- 1 - Customers at Starbucks who are bored with easy-listening music could soon be able to burn their own CDs while they drink their coffee.

5 -- The scheme is set to be rolled out across the US after being launched in Seattle and Austin, Texas, and could become a fixture of Starbucks outlets in the UK. US coffee lovers can create a customised CD within minutes at an interactive media bar. CDs are priced at \$8.99 (£4.70) for seven songs plus \$0.99 for each additional track.

- 10 -- Using a stylus pen on a touch screen, customers can choose their favourite tracks and also select personalised album covers. Cliff Burrows, managing director of Starbucks UK, said: "I see us doing more with music over here." However, he said licences for CDs must be
15 - negotiated separately in each country.

In May Starbucks created a US Entertainment division with its own president, Ken Lombard. The coffee company also helped propel the late music legend Ray Charles to the number two spot in the US Billboard charts recently. It co-
20 - produced a CD, "Genius Loves Company", with Concord Records and sold copies through its stores.

It claimed to have sold more copies of the CD than any other music retailer in the first week of release and said it was single-handedly responsible for 30pc of the total album
25 - sales.

The company created the artwork for the Ray Charles album and put significant marketing muscle behind the launch.

From the Telegraph Website.