

Independent Zine!

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1. Just look at how crazy and laid-back this font is. This zine must be independent and free of corporate sponsorship and crazy capitalist backing!

It's why we keep expanding our selection of delicious goods! You may also notice that we here at Starbucks sponsor other independent products in addition to this zine. We sponsor rock-and-roll musical performances and literary events, grade-school science experiments, certain intellectual television programs, the purchase of computers for classrooms, the creation of particular coffee-themed books. We utilize our workers to provide assistance to the poor and unfortunate. We own entire entertainment facilities and sports franchises and concepts. That is because it is not enough that we actually physically *be* everywhere; it is moreover not enough that we simply *behave* the essence of coffee, as certain shoe manufacturers have *behave* the essence of sports. We are busy purchasing everything we can and being everywhere we can because very slowly we are showing you how impossible it is to do anything independently any longer. You really can't get by without a cup of Starbucks coffee, or some equivalent. You must turn to us to provide for children in schools. You need us to lower ticket prices to see your favorite musical bands. We provide your sustenance, your education, your entertainment, your shelter, your business and your distractions. You are, really, nothing without us. To start your very day — each and every day — you need to see us first. Starbucks. We are independence. And now back to our program.

This zine is brought to you by Starbucks. Starbucks coffee. It's so delicious! And plus if you don't like it, it doesn't matter, because sometimes it's the only coffee around. And we have made coffee ubiquitous, by being on nearly every single streetcorner in every single city in every single country in the world and on the moon. We're just like certain large megacorporations, who claim to serve hamburgers, but actually make the majority of their money through real estate development. Starbucks coffee is delicious! But you don't care, because Starbucks' and coffee probably mean the same thing to you now, just like a cer-

2. The week this independent zine (named, not uncoincidentally, *Independent Zine*) went to press, we (Starbucks) purchased the Seattle Coffee Company from American Foods Corporation. Known on the Nasdaq as AFC, we're sure you readers of this independent zine are aware. This makes our monopolies of coffee options almost entirely complete, as this means we now own Seattle's Best coffee Company and the local chain Torrefazione Italia (although if you go in to a 'Eaz, they will likely not admit this as they are big fat coffee snobs.) Our plan, as we have told our staff, is to retain the separate brand images, and simply implement our staffing hierarchy system into these new stores, who are growing quite popular throughout the world as a Starbucks alternative. We will, of course, be able to faster implement full coffee market saturation with this existing new purchase.

Contents

1. An essay on Independence sponsored by Starbucks Coffee

(And an occasional message from your sponsor, Starbucks Coffee.)

Starbucks: Without us, you wouldn't even *have* Independence.

This page made possible by Starbucks Coffee, defender of Independence.

tain facial tissue and a certain brand name used to be different, but now they are totally interchangeable, or like a certain kind of copying machine and copy machines in general used to not be associated, but now they are. Or, to take a final example that is unrelated to coffee, a certain kind of correction fluid. See, we used to call all correction fluids just that: correction fluids. But that was before a certain product came along that had a shorter, snappier and easier name to remember, Starbucks Coffee. It is all the same to you.³ We'll return to our regularly scheduled zine in a moment, but first we'd like to take a few moments for a delicious, fresh-brewed cup of fair trade beans, roasted to perfection on-site and served to you by worker-owners or whatever we call them again that is not employees or servants or wage slaves but seems like a nicety until you realize that we fire them days before their benefits are due to kick in and if they act up, we suddenly pull out dress code agreements they forgot they signed and fire them for misconduct, when in fact we simply don't like their attitude. For you come to Starbucks

3. We here at the staff of this independent zine are very excited because Starbucks now has 6,458 stores in all of the United States (except for the hateful stupid South Dakota, which we plan to annex once domination — we mean full coffee market saturation — has been achieved.

spend close to fifty bucks on coffee beverages, if you treat friends regularly (and those who don't bring friends in regularly are discouraged from returning. Just kidding! We are open and friendly to all customers, regardless of race, creed, or color — except, of course, we most appreciate the white and affluent). This independent zine¹⁶, brought to you by Starbucks, has an interesting theme of independence, much like that which we espouse at the Starbucks nearest you. We encourage you to drink any kind of coffee that we make! Or eat any kind of pastry! That

16. A "zine" is a popular small booklet or pamphlet created independently by one or two individuals in order to forward a certain underrepresented point of view. Like real books, zines can be made up of fiction, poetry, images, factual information or essayistic writings. They started in the 1950s when science fiction enthusiasts, often women, would become enchanted with certain characters in sci-fi literature and write about them, copy their work, and then trade them for the work of other like-minded crazies. These pre-Starbucks peoples called these projects "fanzines" to distinguish them from "magazines", and this has since been shortened to zines. They are usually hand-copied on copying machines, black and white, and are independent and anticorporate in nature. Thus they are perfect for our independent message that Starbucks coffee is extremely delicious and very good for the mental and physical environment. We hope to trademark the word zine soon.

Dwyer? Well you won't. I mean, it's just ~~not~~ funny to mock our beloved siren by giving her a cell phone and calling her a consumer whore. That is not what Starbucks stands for. Is this making you thirsty? It is certainly making us thirsty. That's why we're enjoying a delicious Starbucks Frappuccino[®], which is sort of like what people used to make in the dark ages when they didn't know how to make coffee, except now it tastes good and costs about a zillion times as much money, but lucky for you we have pioneered the use of the debit card (with the logo of the credit-card company on it, of course)⁵ and so you don't actually have to pay, and so you don't even realize that in a week, you may well

14. Our new Frappuccino blends, customers who live in a small box will be delighted to note, will soon be "reconnecting customers with the sweet nostalgic flavor of malt." It is fortunate that mom-and-pop malt shops can no longer spring up to take advantage of the wave of excitement this will surely bring, as we have crushed them all into Chapter 11 oblivion.

15. You, coffee-drinking robots of the world, don't even realize that the credit card companies who supply you with that logoed card make a percentage of each and every purchase on it. With the newly administered (and only occasionally mentioned) practice of also charging each customer a "card fee" of between a quarter and a dollar per card usage, the store also takes a cut of this money. Losses on this scam are very minor. The only ones who seem to miss out on the profits are the purchasers and the independent manufacturers of goods — that is, those who don't necessarily own stock in the chain store where you purchased your good or in one of the banking companies who provide you with the convenience of a debit or ATM check-card.

[ten]

Independent Zine.

of one, they're making three and a half dollars (and half a cent) per hour! Of course, that's something of an exaggeration, for here at Starbucks we actually require very, very few of our co-workers to volunteer, and those that do need put in almost no time whatsoever — certainly not enough to help find a solution to the problems of, say, poverty among white urbans (and wouldn't it be a kick if we just hired the people in need instead of forcing our own laborers to go provide cut-rate services for them! Ha! The boys downtown would get a kick out of that one¹²) — so really, what we do makes very little difference, but believe you me, reader of this independent zine called *Independent Zine*, we hope that like it's never been hyped before. Like we *invented* social services like we invented all this

12. And they do love a good laugh. You know, once we were all sitting around, me and the other Starbucks executives you know, in our pin-striped suits and sipping our ventis and stomping on the little guys and I turn to the guy next to me, and I say, "So, a customer walks into a store the other day with a duck under one arm and a Rabbi under the other." The executive, knowing the my jokes are usually worth remembering for later repetition, begins to pay rapt attention, yet remains keenly aware that a hearty guffaw is about to come his way. "Really? What did you do?" a junior executive asked. He of course was merely drinking a tall. "I told the barista to refuse to serve him!" We nearly peed our pants over that one. See, it's funny because we'd take that jerk's money faster than you can even say duck.

[eight]

Independent Zine.

because you like what we've reinvented: the language of coffee (no mere larges here, we serve only *small*!); the upgraded⁴ atmosphere of a mid-price, family-style, booth-heavy chain restaurant with the name of a truck driver or high-school retard known for its selections of pies; and the rest of the entertainment industry (you can, conceivably, shop exclusively at our stores and never enter a pedestrian mall again for the remainder of your days, provided your desires can be quelled by food, beverage, board games, ceramicware, clothing, musical compact disks and literature). And now back to our zine already in progress. Not unlike Starbucks⁵, this zine is replete with statements of a daring and expressive nature. It is on the cutting edge of the new generation. We reject your coffee ideals and your restrictive, non-uniform-wearing ways! We reject the notion that workers should be paid an equitable wage and not hired on the basis of their looks, or perhaps even worse, their cheery personalities and ability

4. This is a typo.

5. A new Starbucks, we are excited to report independently because we happen to be keeping an eye on that market, opens around every eight hours. This year we plan to make approximately four billion dollars. And we're still only in the early phases of development!

[three]

Independent Zine

capitalists are always raging on about. Because being anti-Starbucks⁷ is the same as being pro-baby-killing⁸. And only Saddam Hussein loves to kill babies like you would if you hated Starbucks. New-age items that are not crap that are sold in our store, however — now *these* are quality products. Some of them involve the drinking of coffee and some of them do not; it doesn't matter as long as our logo or name or simply the concept of coffee is clearly displayed; your tiny little brain can fill in the rest. Like Pavlov's dogs, you have learned that the morning alarm bell means consumption, and there is no better place to consume than in luxurious deep-purple, mauve and forest tinged, whimsically designed rooms with beautiful faux wood finishes and truly expressive artwork in clear view. As an independent

7. Gordon Bowker, one of the Starbucks co-founders, told the *Sewww Weekly's* Rick Anderson in a story printed April 30, 2003 that "Somewhere there is a saturation point, but I don't think anyone knows where it is yet." Thankfully! The last thing on earth we here at Starbucks and this zine would want is for there to be a point at which we could put no more Starbucks into the world!

8. This fact is supported by a number of independent polls, all of which are freely available online at Starbuckspolls.com, or through our customer service line. We are number one in customer care, you know.

[five]

Independent Zine

to remember regulars' names. We embrace instead a world⁶ where we can always be surrounded by comfort, whensoever we choose. We unite under the notion that our beans should be marketed as hand-picked by loving, caring, friendly "natives" — people dark of skin and, we assume, devoid of thought, ever-ready to do our Northwest-inspired bidding — when in fact we don't give much of a crap where our beans come from, as we burn them anyway, which is fine because even though that tastes worse, our scientists tell us it is more addictive and therefore you would purchase more than if it was the best cup of coffee you'd ever had anyway! In addition this zine is providing a public service, much like they do on certain commercial-free radio and television stations, where the notices of the companies' work and available products is limited to only a few seconds in some cases, or certainly no longer than a minute. Now it is time for another coffee break. We don't even have to say the name of the product anymore, we can just say coffee and you don't even wonder ~~which~~ coffee to choose; similarly, we put our stores everywhere so you're not bothered by "choice" and all that other new-age crap the anti-

6. Embrace the world of coffee!

[four]

Independent Zine

publication. It is exciting to be able to report that Starbucks supports many, many forms of independence including the freedom to go to one Starbucks or another one. Choice is the backbone of a healthy nation, a good man once said, and we co-opted it! Why? Because that's how independent we are! In fact, more hipsters work at Starbucks⁹ across the nation than live in all of Ohio. This can be clearly seen by entering a Starbucks establishment and, when ordering your coffee drink, casually inquiring of the barista/co-worker whether or not she (for we do, of course, hire ladies nearly exclusively, since it has been shown elsewhere in polls and such that women are the superior servants to peoples of all genders) enjoys the music of The Rolling Stones. She will answer in the affirmative, and then she will ask politely if you would like to add their latest CD to your purchase total, which merely from two coffees has already topped ten dollars! So of course you will also purchase the 524 CD collection of this exciting up-and-coming rock musician!

9. Speaking of the United States, a spokesperson for Starbucks recently explained why we enjoy putting so many Starbucks coffeeshops in such close proximity to each other, and this interesting fact (also from the April 30, 2003 *Seattle Weekly*) bears repeating here: "[W]e are a part of our customers' daily routine . . . crossing a street could interrupt that routine."

[six]

Independent Zine

fancy lingo to describe our own special blends of what everyone in the U.S. drinks all the time. The coffee!" Starbucks! And now for a commercial break. This zine is brought to you by Starbucks. All contents produced herein are copyright Starbucks and owned exclusively by that corporation. If you disagree with something stated herein, you must bring Starbucks to court over it, and rest assured, you do *not* want to see us in a copyright trial. We can sue your "artistic" little ass right into the ground my friend, and you will never draw, write, or publish again. Did you know that that's possible? Did you know that Mike Diana was actually brought to trial on charges of obscenity in Florida and lost his very right to draw anymore? This is exciting news for us, because some jackass named Kieron Dwyer once mocked our corporate logo on his piddling little website and we sued him into oblivion. Seriously, Have you ever heard of cartoonist Kieron

13. By this here at corporate *Independent Zine* HQ of course we mean our full line of available products, from our Super-Premium ice cream to our Expertly Crafted Cup(s) of the Day, in our complete range of sizes, including tall (by which we mean small), grande (by which we mean medium) and venti (which means twenty in Italian, but for some reason we have taken to mean extra large).

[nine]

Independent Zine

This independent zine is, like Starbucks, one of the good guys! We reject the corporate thing! Down with, ummm, bad things and up with the people! We so much adore the people that we require our co-owners to volunteer to help the people as a part of their job!¹⁰ That's right, we require a certain segment of our already underpaid staff commit a certain amount of time to volunteer for certain corporate-sponsored causes, some that we even helped to create a need for in the first place! This very forethinking move of requiring volunteer hours without paid compensation is actually illegal to demand of hourly employees! It's just not *legal*!¹¹ And yet we do it anyway, because we love the people so much that we are willing to make them work twice as hard and twice as long without any compensation whatsoever! It's sort of like, we only pay baristas seven dollars and one cent per hour, but since they may actually be working two hours for the price

10. Dave Pace, Starbucks executive vice president referred to this obliquely in the aforementioned *Seattle Weekly* article as "thousands of volunteer hours from people in our company."

11. Hourly employees must be paid for required work with their regular hourly wages. Which, then, if you are requiring people to work for a certain company and then paying them to do so, isn't really volunteering at all, now is it?

[seven]

Independent Zine