



To speed service, Starbucks added flavor-locked packaging that **killed the fresh-ground-coffee aroma**, not to mention the sound of beans being scooped and ground onsite.



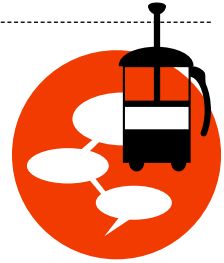
Trying to do it all created an identity crisis: Is Starbucks mass or mass luxury? Are customers hooked on the caffeine, the convenience or **the circus**?



Once a cozy respite from reality, it **traded in comfy chairs for plastic**, and every square inch is selling products, such as games, instead of an authentic coffee experience.



Starbucks went for ubiquity over uniqueness, at the airport, the grocery store, the hotel, on every corner. **Omnipresence = common.**



Who has time to **French-press a steaming cup** when there's a line out the door for multi-syllabic beverage orders, egg sandwiches, gift cards and movies?



Installing automatic espresso machines solved **speed and efficiency** but destroyed in-store ambiance.



**Fighting fast food** by adding prepackaged deli foods and day-old pastries flies in the face of its café culture.