

## **finetext GmbH and Starbucks Coffee sign open-ended master agreement**

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finetext GmbH and Starbucks Coffee (in detail: Starbucks Coffee Switzerland AG, Starbucks Coffee Austria GmbH, Starbucks Coffee Deutschland GmbH) are establishing a cooperation in the area of translation services. Both parties signed an open-ended master agreement, which sets out future collaboration.

“We enter master agreements solely with strong partners, who due to their international business best suit the performance features of finetext GmbH.” says Enrico Jochen, Manager of finetext Germany. “Alongside good quality, reliability and an attractive price-service relationship that we offer all our clients, it was important to us to have a company at our side, with which we could completely identify. This is the case with Starbucks Coffee on all points”.

Starbucks stands for more than just first class coffee, symbolised by the green mermaid. In around 9,000 Starbucks Coffee Houses in the whole world, guests are offered something special on a daily basis: In addition to outstanding coffee, delicious coffee specialities such as coffee alternatives and small snacks, guests at Starbucks can enjoy a special atmosphere. Simply relax in the comfortable armchairs or spend your lunch break there, meet with friends at Starbucks in the afternoon, check your emails, browse a newspaper or watch events in the Coffee House and listen to the soft jazz music in the background.

finetext GmbH offers effective translation services in all language combinations and has almost 2,500 specialists in all fields worldwide. The company distinguishes itself by working solely with native speaker translation specialists, therefore guaranteeing that not just the content of the text is translated but that it also hints the correct note in the cultural context of the target language. finetext GmbH uses the client's terminology as a matter of course and manages the respective data banks. Alongside perfect translation quality, professional completion and guaranteed confidentiality, we consider absolute adherence to deadline to be key. Of course all formats can be worked with.

“In addition to the special position that Starbucks Coffee holds within its industry”, explains Norbert Mehl, project manager at finetext, “we like the unique social responsibility that Starbucks Coffee adopts and lives up to. Producing targeted translation services for a company of this quality, fills us with pride and it is an honour for us to be able to look to a successful future with Starbucks Coffee”.

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**finetext GmbH**  
**Press release**

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