

## The Mystery of the Starbucks Logo

By Ron Fox  
Master Steinologist

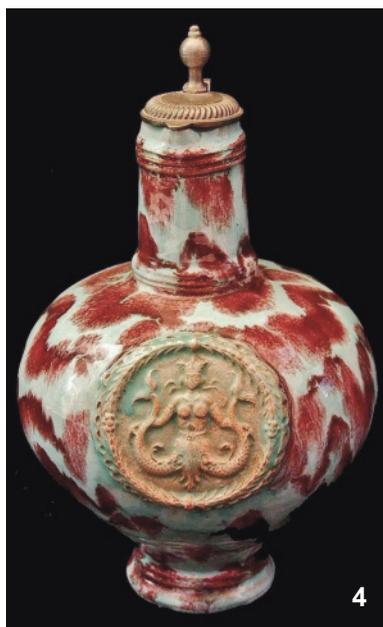
In my last “Photos From the Road” segment in the December *Prosit*, I began that issue with steins from the Münchener Werkstätten für Keramische Kunst (Munich Workshop for Ceramic Art). I featured photos of 18 steins from this very interesting factory. I have been collecting these steins for some time and have only been able to buy 20 examples so far. My most recent purchase is the reason for this short article.

As many are aware, my wife, Sue, is an avid collector of Starbucks gift cards and other Starbucks collectible items. The early logo for this worldwide coffee company is a two-tailed siren. My wife has always been curious about where the artwork for their logo originated. Her questions have always gone unanswered. Think of my surprise when this most recent Munich Workshop piece became available. It has an applied relief panel with the exact siren Starbucks first used as a logo. The stein was made in the early 1920's, well before Starbucks came into existence. Our research on the origin of the logo has a new direction now and my wife claims ownership of the stein.

Apparently, Starbucks owner Terry Heckler wanted to capture the seafaring history of coffee as well as Seattle's own close connection to the sea. In looking through old marine books, a 16th century Norse woodcut of a two tailed siren was found (Picture 1) which was used in the design of the first Starbucks logo (Picture 2)..

The Starbucks logo has gone through several changes over the years, but that first logo also prominently decorates our stein (Pictures 3,4).

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## New Tools to Review/Research Past Issues of *Prosit*

Have you ever had the itch to read or research articles written for *Prosit* in earlier years? If you are “lucky” enough to have a couple of file drawers full of back issues, all you have to do is page through them one at a time and hope lightning strikes. Well, actually, there is a better way.

The “[Cumulative Table of Contents](#)” on the SCI website lists the titles and authors of all articles which appeared in *Prosit* going back to 1965. The easiest way to access this list is by following the link in either the PROSIT page or the READING ROOM. From there you can scan the article titles visually—which will take a while—or use the search feature of your browser to locate a search term. For example, if you want to find all the articles where “Gambrinus” appears in the title, or all the articles written by Les Hopper, just search for those terms and your browser will locate them for you.

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