

《美国星巴克宣布不再免费开放：进店需消费》

星巴克又上了热搜，但这次的新闻让不少人有点摸不着头脑。事情是这样的：2025年1月14日，星巴克宣布了一项新规，明确规定进店必须消费，免费开放的政策正式取消。这一举措瞬间引发了广泛关注，因为就在几年前，星巴克还高调宣布“无门槛进店”，哪怕你不消费也能坐店里休息、用洗手间。如今，这个用了7年的政策突然被推翻，下面请看相关双语报道。



Starbucks is officially changing its code of conduct and ending a longtime policy that permitted people to sit and stay at coffee shop locations without making a purchase.

星巴克正式更改其行为准则，并终止了一项长期政策，该政策允许人们在不购买商品的情况下，坐在咖啡店里逗留。

In a statement to "Good Morning America," Starbucks' director of corporate communications said the company was making the change to "prioritize" paying customers.

星巴克企业传播总监在向《早安美国》发表的一份声明中表示，公司做出这一改变是为了“优先服务”付费顾客。

"We want everyone to feel welcome and comfortable in our stores. Implementing a Coffeehouse Code of Conduct is something most retailers already have and is a practical step that helps us prioritize our paying customers who want to sit and enjoy our cafes or need to use the restroom during their visit," said Jaci Anderson.

“我们希望每个人在我们的商店都感到受欢迎和舒适。雅西·安德森说：“我们希望每位顾客在店里都能感受到宾至如归和舒适惬意。实施咖啡店行为准则是大多数零售商已有的做法，也是帮助我们优先考虑那些想在店里坐着享受咖啡或在店期间需要使用卫生间的付费顾客的实际步骤。”

"This means our cafes, patios, and restrooms are for customers and partners," Anderson continued. "By setting clear expectations for behavior and use of our spaces, we can create a better environment for everyone. These updates are part of a broader set of changes we are making to enhance the cafe experience as we work to get back to Starbucks."

安德森继续说道：“这意味着我们的咖啡馆、露台和卫生间是供顾客和合作伙伴使用的。”

“通过为行为和空间使用设定明确的期望，我们可以为每个人创造更好的环境。这些更新是我们为改善咖啡馆体验而做出的更广泛改变的一部分，我们正努力回归星巴克的本真。”

Starbucks said the new changes will apply to more than 10,000 company-owned stores in North America, not including licensed stores such as Starbucks locations in airports or inside Target stores.

星巴克表示，这一新变化将适用于北美10,000多家自营门店，不包括机场或Target店内等特许经营门店。

Starbucks' former guideline, called the "Third Place Policy," previously welcomed customers "to use Starbucks spaces, including our restrooms, cafes and patios, regardless of whether they make a purchase" and was implemented after two Black men -- Rashon Nelson and Donte Robinson -- were arrested and removed from a Starbucks location for trespassing in Philadelphia in April 2018. The incident sparked national outrage and protests, including calls to boycott the coffee chain, and led Starbucks to shut down 8,000 company-owned stores for a mass employee training on combating racial bias.

星巴克此前有一项名为“第三空间政策”的指导原则，此前欢迎顾客“使用星巴克空间，包括我们的卫生间、咖啡馆和露台，无论他们是否购买商品”。该政策是在2018年4月，两名黑人男子拉肖恩·尼尔森和唐特·罗宾逊，因擅闯费城一家星巴克门店而被捕并被驱离之后实施的。该事件引发了全国范围内的愤怒和抗议，包括呼吁抵制这家咖啡连锁店，并导致星巴克关闭了8000家自营门店，进行大规模的员工反种族歧视培训。

At the time, then-Starbucks CEO Kevin Johnson called the incident "reprehensible" and apologized to Nelson and Robinson. Richard Ross, then the Philadelphia Police Commissioner, also issued a public apology and all charges against the men were dropped.

当时，星巴克时任首席执行官凯文·约翰逊称该事件“应受谴责”，并向尼尔森和罗宾逊道歉。时任费城警察局长理查德·罗斯也发表了公开道歉，并针对这两名男子撤销了所有指控。

Nelson and Robinson also settled with Starbucks and the city of Philadelphia in May 2018. The settlement between the men and Starbucks was not publicly disclosed. Nelson and Robinson settled with the city for a symbolic \$1 each, and the Philadelphia Mayor's Office promised to invest \$200,000 into programs supporting young aspiring entrepreneurs.

尼尔森和罗宾逊还于2018年5月与星巴克和费城达成和解。双方与星巴克的和解条款未公开披露。尼尔森和罗宾逊与城市达成了每项索赔象征性赔偿1美元的和解协议，而费城市长办公室则承诺将投资20万美元用于支持有抱负的年轻创业者的项目。

重点词汇

code of conduct 行为准则

stay at 停留在...

coffee shop 咖啡厅；<美>小吃店；小咖啡馆

Good Morning (上午见面时用语，非正式场合常说 Morning)早上好，上午好，你好，你早；再见

the company A公司；该公司；合伙人

change to 更改为；变成，换成

Coffeehouse 咖啡屋；咖啡店

practical step 实际步骤；【法】实际措施

want to 应该

Jaci 摩根大通亚洲信贷指数