The concept of globalization that affects the reshaping of the world is heard in almost every field. Cities are involved in this process as one of the priority areas of global validity. Naturally, cities around the world should be evaluated within the framework of different classifications. Nevertheless, the position and status of cities in the global era is an important topic of discussion. In this discussion, it is necessary to consider famous, very big and effective metropolises as well as cities that can be classified as big, medium, small and exceptional scales. How is a medium-sized city affected by global conditions and how can it stand against it? The discussion and evaluation carried out in the article is based on Isparta and Burdur as an example here and discusses the interaction with globalized brands in the example of Starbucks, the dominant brand in the coffee market, which is a growing sector in recent years. For this purpose, examination, observation, field research and interviews were conducted in these two provincial centers, statistical data was compiled and a comparison framework was tried to be established. Consequently, inferences are made considering the historical, social, cultural, textural and geographical, etc. characteristics without disregarding the global conditions on the cities in Turkey.