






## Keurig Brand Partners

	<p><b>Green Mountain Coffee</b>  Green Mountain Coffee®, a recognized leader in the specialty coffee industry, is known for its award-winning coffees and sustainable business practices. Since its inception in 1981, Green Mountain Coffee has grown from a small café in Waitsfield, VT to a roaster that sold 26.8 million pounds of high-quality Arabica coffee nationally in fiscal year 2007. Still headquartered in Waterbury, VT, Green Mountain offers one of the largest selections of Fair Trade Certified™ organic coffees in the country and has been recognized by Forbes and Fortune Small Business for its innovation, growth and social responsibility. Green Mountain Coffee, Inc. is publicly traded (NASDAQ: GMCR).</p> <p>“At Green Mountain we have successfully built our business by starting with an outstanding product – our coffee – and delivering an outstanding coffee experience. The patented packaging of Green Mountain coffee in the K-Cup promises a premium cup of coffee – exactly the way our master roasters envisioned. You can’t find a more convenient cup of extraordinary coffee.” - <i>Bob Stiller, Chairman, President and CEO of Green Mountain Coffee Roasters.</i></p>
  	<p><b>Diedrich Coffee, Inc.</b>  Headquartered in Irvine California, Diedrich Coffee, Inc. specializes in sourcing, roasting and selling the world's highest quality coffees with annual sales of over \$60 million. Primary brands include Diedrich Coffee, with coffeehouses primarily in California and Gloria Jean's Coffees, one of the largest mall-based specialty coffee retail brands in the U.S. In total, the company operates over 380 retail stores across 36 states and in 10 foreign countries. Diedrich Coffee, Inc. is a publicly traded company (NASDAQ: DDRX).</p> <p>“In 1999, I was introduced to Keurig’s cutting edge one-cup-at-a-time coffee brewing technology. Today that same technology has enabled Gloria Jean’s and Deidrich Coffee to distribute well over 60 million cups of coffee in just three years. Keurig Brewed technology has consistently proved, time and again, that they could meet our high standards for brewing the perfect cup of coffee or tea in the office market. We at Diedrich and Gloria Jean’s are fully committed to the Keurig technology and believe there is a tremendous opportunity for Keurig in the home market as well.” - <i>Edward Appfel, Vice President of Sales for Gloria Jean’s Gourmet Coffee and Diedrich Coffee, Inc.</i></p>



### **Timothy's World Coffee of Canada**

Based in Toronto, Canada, Timothy's is a privately held company with over 235 specialty coffee stores in Canada. Timothy's sources pure origin coffees from countries around the world that grow specialty grade Arabica beans. Only the top 1-5% of any harvest will meet Timothy's strict standards for quality. Timothy's coffee experts have developed over 35 custom blends, and a selection of delicately flavored and carefully decaffeinated coffees.

"At Timothy's, we feel the Keurig System is going to revolutionize the way people brew fine coffee at home. In our stores, coffee freshness is a critical advantage over our competitors. We have tried other single cup brewing systems and have been dissatisfied with the taste of the coffee. With Keurig, we have never been disappointed and our customers are delighted. Now our customers are enjoying gourmet teas in K-Cups. The Keurig system allows our office customers to select a favorite coffee or tea and brew it fresh every time. It is natural they are eager to have the same variety and taste at home."

- *Becky McKinnon, President Timothy's World Coffee*



### **Van Houtte Inc.**

Headquartered in Montreal, Canada, Van Houtte is one of the largest gourmet roasters in North America with annual sales of over \$225 USD million. Through its own Coffee Service Network present in 100 cities in North America, Van Houtte and its US subsidiary Filterfresh serve over 2 million cups every day in offices and food service locations. Van Houtte's coffees are also available at retail grocery stores throughout Canada and in some regions of the U.S. as well as through a network of 63 bistros in the Province of Quebec. Van Houtte Inc. is publicly traded (Toronto:VH.TO).




"We've been roasting coffee since 1919, and we believe the Keurig brewing system allows consumers to enjoy an excellent cup of Van Houtte coffee. Not only is Keurig growing at a fast pace in the office coffee market, but being the largest Keurig distributor in North America, we believe the entry into the home market presents tremendous growth potential for both companies. It will allow Van Houtte to offer its fine gourmet coffee to more consumers in North America." -*Jean-Yves Monette, President & CEO, Van Houtte Inc.*



### **Ueshima Coffee Company of Japan (UCC)**

A privately held company, UCC has over 70 years of coffee, tea and beverage expertise in the Asian market and is the largest coffee roaster and marketer in Asia. UCC also owns coffee plantations in Jamaica, Hawaii and Indonesia. The company's market leadership is based on production of high quality coffee that offers an excellent taste experience for the consumer.

"In 1999, we personally experienced the high quality taste profile produced by the Keurig brewing system at the SCAA show. Based on that experience with Keurig single cup brewing technology, I thought UCC and Keurig should work together to bring this revolution in coffee brewing technology

	<p>to Japan and then to all of Asia. We were very pleased in 2001 to announce the formation of the Keurig FE joint venture between UCC and Keurig.” - <i>Mr. Tatsushi Ueshima, President of the UCC Ueshima Coffee Company</i></p>
	<p><b>Celestial Seasonings</b>          Celestial Seasonings, based in Boulder, Colorado, is the largest specialty tea manufacturer in North America and is part of the Hain Celestial Group (NASDAQ: HAIN). Founded by Chairman and CEO Mo Siegel in 1969, the company offers a wide array of all natural, great tasting teas and beverages brimming with flavor and wrapped in inspiration.</p> <p>“We are very enthusiastic about our new relationship with Green Mountain Coffee to package our teas in Keurig K-Cups. We all share a commitment to quality, and our new venture allows consumers to enjoy both products conveniently. The Keurig K-Cup system preserves product integrity and flavor during the brewing process, both of which are important to our loyal consumers.” - <i>Ellen Deutsch, Senior Vice President of The Hain Celestial Group.</i></p>
	<p><b>The Bigelow Tea Co.</b>          The Bigelow Tea Company was founded in 1945 by Ruth C. Bigelow. Disenchanted by the poor quality of tea in America, she was determined to blend a tea that customers would love and keep them coming back again and again. Today the company remains family owned and operated. Bigelow is the recognized leader in the specialty tea category throughout North America serving over 3 billion teabags annually.</p> <p>“Our affiliation with Van Houtte, Inc. as a partner to package and promote Bigelow Teas in Keurig K-Cups will afford millions of Bigelow Tea drinkers the convenience to enjoy our products through this new and innovative Keurig system. Bigelow Teas are available in traditional, green, flavored, and herbal varieties.” - <i>Arnie D’Angelo, President International Marketing Systems Ltd.</i></p>
	<p><b>Ghirardelli</b>          The Ghirardelli Chocolate Company is a manufacturer and marketer of premium chocolate products. Incorporated in 1852, Ghirardelli has the richest heritage of any American chocolate company. As America’s longest continuously operating chocolate manufacturer, Ghirardelli has established its position as America’s Premium Chocolate Company for over 150 years.</p> <p>“At Ghirardelli, our goal is to become America’s most preferred premium chocolate. Partnering with Keurig—the Premium single cup system—will expand our brand to millions of gourmet consumers.” - <i>Fabrizio Parini, CEO of Ghirardelli Chocolate Company</i></p>



**Twinings of London**

Since 1706, Twinings has been at the forefront of the tea trade – blending and innovating; improving the design and the packaging; and introducing new products and new ways of doing business.

Customers in more than 100 countries enjoy Twinings products. And not just the popular favorites – products such as fruit and herbal infusions, aromatic teas, and iced teas are delighting the taste buds of a new generation of customers. These fresh flavours reflect a worldwide trend towards a healthier and more varied lifestyle.

“Twinings is thrilled to pack our gourmet, specialty teas in K-Cups for Keurig users. Keurig brewing with K-Cups ensures our tea blends will always deliver a unique, great tasting specialty tea experience.” - *Dan Martin, President of Twinings North America*



**Tully's Coffee Co.**

As the Pacific Northwest's largest fully handcrafted coffee roaster and a leading specialty coffee retailer and wholesaler, Tully's Coffee Corporation has been delighting the palates of discerning coffee lovers in the Pacific Northwest and beyond since 1992. In part, Tully's relentless pursuit of quality can be attributed to its roasters who use vintage, small batch equipment to make coffee roasting an art form. Through its specialty retail stores in Washington, Oregon, California, Idaho, and Arizona and its global alliance partner in Japan, Tully's premium coffees are available at nearly 400 branded locations. Tully's wholesale division also distributes handcrafted coffees and related products via offices, food service outlets, and leading supermarkets located throughout the Western half of the United States.

“Tully's is thrilled to offer our handcrafted, small-batch roasted coffees in K-Cups for Keurig users. The single cup revolution is growing and we've partnered with Keurig because their technology and K-Cups ensure our coffees will deliver the gourmet coffee experience Tully's customers have come to expect.” - *John Dresel, President of Tully's*



**Newman's Own Organics**

Some partnerships are meant to happen. It seems only natural that two companies with a shared vision of a better world would unite to bring you exceptional certified Fair Trade Organic coffee and the chance to make a difference. Coffee lovers get an extraordinary coffee experience and the chance to make a difference. Paul Newman gives away all his royalty payments after taxes from Newman's Own Organics to educational and charitable organizations.

"We've always believed that we are more powerful when we work together toward a common good," said Bob Stiller, President and Chief Executive Officer of Green Mountain Coffee Roasters. "Offering our Partnership Coffees in K-Cups gives people a convenient way to enjoy these fine coffees, and an easy way to support the work of these wonderful partners."



Life is short, stay awake for it

### **Caribou Coffee**

The first Caribou Coffee store opened on the corner of France Avenue and 44th Street in Minneapolis, Minnesota, in 1992. Today, Caribou Coffee still calls Minneapolis home, but has grown to more than 465 stores across the central and eastern U.S. It is the second largest, company-owned, gourmet coffeehouse operator in the U.S. based on the number of coffeehouses.

Caribou Coffee treats their beans right, from start to finish—from selecting the best green beans, to creating blends, roasting, keeping beans fresh, and brewing. At every point in the process, Caribou accepts only the highest-quality beans and employ the highest standards, no matter the cost.

“Caribou is pleased to make available our coffeehouse quality coffees in Keurig’s K-Cups. We’ve partnered with Keurig because their technology ensures our coffees will deliver a gourmet coffee experience at home or in the office that Caribou customers love in our coffeehouses.” - *Michael J. Coles, Chairman and CEO of Caribou*



### **Coffee People**

Coffee People’s roots in Oregon can be traced to the Saturday Market in Eugene, Oregon. Small amounts of specialty grade coffee were roasted and offered for sale at the Saturday Market. The word-of-mouth success led to the first Coffee People coffeehouse being opened in 1983 in Portland.

Today, Coffee People continues its creative, local, and innovative approach to coffee and has become part of the Diedrich Coffee family, a relationship started in 1999. Diedrich Coffee now expertly roasts Coffee People’s special blends according to traditional Coffee People recipes to honor the heritage of this concept, pioneered in Portland, Oregon.