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## **PRESS RELEASE**

### **Keurig® Branded Single Cup Coffee Maker Named “Brand of the Year” in the 2012 Harris Poll EquiTrend® Equity Study**

Reading, MA (*August 21, 2012*) – Green Mountain Coffee Roasters, Inc., (GMCR) (NASDAQ: GMCR), a leader in specialty coffee and coffee makers, today announces its Keurig® branded single cup coffee maker platform has been named “Brand of the Year” in the 2012 Harris Poll EquiTrend® Equity Study. Keurig® received the highest ranking in the “Coffee Maker” category based on consumers’ perceptions of familiarity, quality and purchase consideration, a selection of several qualifying elements evaluated.

The Keurig® branded single cup coffee maker platform received the highest numerical Equity Score among coffee maker brands included in the 2012 Harris Poll EquiTrend\* Study, which is an annual brand health assessment that surveys thousands of U.S. consumers online about their brand perceptions, measuring key touchstones, such as emotional connection, functional attributes, brand awareness, influence and familiarity\*, that are integral in effective and compelling brand development. Harris Interactive defines a brand as a set of persuasive promises about a product, service, or organization that differentiates it from others in a universally positive, contextually relevant and personally compelling way.

“Keurig’s mission of *a brewer on every counter and a beverage for every occasion* goes beyond brewing a great cup of coffee,” explains Michelle Stacy, president of GMCR’s Keurig business unit. “The Keurig® brand truly connects with consumers by offering choice, quality, convenience and simplicity in their everyday lives. The success of our single cup brewing system has been driven by offering a full range of high quality brand and beverage varieties for our Keurig® branded single cup brewers that are at the cutting edge of technology, all designed to provide delicious beverages at the touch of a button.”

In the second quarter of the 2012 calendar year (April-June), according to recent NPD, a leading syndicated data provider, data reports, Keurig® also was the top-ranked brand in the Coffee/Esspresso Maker category based on dollar share) and had the top four and five of the top ten brewers in the Coffee/Esspresso Maker category based on dollar sales. Notably, just two months post launch, Keurig’s newest addition, the Keurig® Vue® brewer, was ranked seventh in the Coffee/Esspresso Maker category based on dollar sales.

Earlier this year, the same Harris Poll EquiTrend® study declared the Green Mountain Coffee® brand, another flagship brand in the GMCR family of brands “Brand of the Year” in the Coffee category.

#### **Additional Resources**

- *Keurig® Information:* <http://www.keurig.com>
- *Harris Interactive:* <http://www.harrisinteractive.com>
- *GMCR:* [www.GMCR.com](http://www.GMCR.com).

#### **About Green Mountain Coffee Roasters, Inc.**

As a leader in specialty coffee and coffee makers, Green Mountain Coffee Roasters, Inc. (GMCR) (NASDAQ:GMCR), is recognized for its award-winning coffees, innovative Keurig® Single Cup brewing technology, and socially responsible business practices. GMCR supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in sustainably-grown coffee, and donating a portion of its pre-tax profits to social and environmental projects. For more information, please visit us online at [www.GMCR.com](http://www.GMCR.com); [www.greenmountaincoffeeroasters.com](http://www.greenmountaincoffeeroasters.com) or [www.keurig.com](http://www.keurig.com).

GMCR routinely posts information that may be of importance to investors in the Investor Relations section of its website, including news releases and its complete financial statements, as filed with the SEC. The Company encourages investors to consult this section of its website regularly for important information and news. Additionally, by subscribing to the Company's automatic email news release delivery, individuals can receive news directly from GMCR as it is released.

**About 2012 Harris Poll Equitrend® Study**

A sample of 38,500 U.S. consumers ages 15 and over were surveyed online by Harris Interactive in January and February 2012 and the survey took an average of 40 minutes to complete. The total number of brands rated was 1,523. Each respondent was asked to rate a total of 40 brands, which were randomly selected brands. Each brand received approximately 1,000 ratings. Data were weighted to be representative of the entire U.S. population of consumers ages 15 and over on the basis of age by sex, education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. The survey concluded with questions regarding Internet usage and demographics. Opinions may differ. "Highest Rank" was determined by a pure ranking of a sample of Coffee Maker brands. The initial survey results were released in April 2012.

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\*Source: Harris Poll 2012 Harris Poll Equitrend® Study

\*\*Source: NPD All Channels - Total Coffeemaker category includes all coffeemakers and espresso makers. NPD data does not include all retailers, and is estimated to represent 35-40% of the total market