



GREEN MOUNTAIN COFFEE ROASTERS, INC.



FOR IMMEDIATE RELEASE

Green Mountain Coffee Roasters, Inc. in Partnership with Lavazza Revolutionizes At-Home Espresso with Introduction of the Keurig Rivo Cappuccino and Latte System

The New Keurig Rivo System Combines Keurig Convenience and Simplicity with Lavazza's Renowned, Authentic Italian Espresso Coffee—Designed to Deliver Coffee Shop-Quality Cappuccinos and Lattes at Home Using Fresh Milk

Waterbury, Vt. & Turin, Italy (November 8, 2012) – On National Cappuccino Day, Green Mountain Coffee Roasters, Inc., (GMCR) (NASDAQ: GMCR), a leader in specialty coffee and coffee makers, in partnership with Luigi Lavazza SpA, the symbol of Italian coffee around the world, today announces the introduction of the Keurig® Rivo™ Cappuccino and Latte System. The new Keurig® Rivo™ System combines the legendary simplicity of Keurig® single cup technology with the authenticity of Italy's favorite coffee, Lavazza®, and marks GMCR's entrance into the espresso, cappuccino and latte brewer category.

The Rivo™ System brews authentic espresso-based beverages and easily froths any type of fresh milk directly from the refrigerator. Just in time for the holiday season, the Rivo™ System will be sold exclusively at select Bloomingdales' locations beginning in mid-November and is expected to become more widely available, including on www.keurig.com, by the spring of 2013.

Authentic Italian Espresso and Espresso-based Beverages. Keurig® Simplicity.

GMCR's unique insight into the taste preference of North American consumers, and the success of its Keurig® Single Cup Brewing System, has enabled it to grow into a recognized leader in coffee makers. The single cup technology behind the Keurig® brand has disrupted consumer behavior and has made it possible for millions of consumers to enjoy freshly brewed coffee, tea and other beverages at home or in the office, the way they love them.

Lavazza, a family-owned company since 1895 is the symbol of Italian espresso worldwide and a major player in the global specialty coffee arena, bringing well over a century of history in roasting and blending and a passionate dedication to absolute quality to their espresso blends. GMCR and Lavazza have come together to deliver an innovative new brewing platform designed exclusively for the North American espresso-based beverage drinker.

"The new Keurig® Rivo™ Cappuccino and Latte System marks the latest chapter in GMCR's drive toward unparalleled innovation and leadership," says Michelle Stacy, GMCR's President of GMCR's Keurig business unit. "We've combined the ease and simplicity of Keurig® single cup technology with the strong heritage of premium espresso from Italy's favorite coffee maker, Lavazza, to enable consumers to make authentic cappuccinos and lattes – all at the touch of a button. Where our K-Cup® and Vue® systems are changing the way people brew filtered coffee, Rivo™ is set to change both how and where people brew and enjoy their espresso and espresso-based beverages."

"To achieve the authentic, delicious taste of a cappuccino or latte, it starts with fresh ingredients—like rich espresso and frothy, steamed milk," said Ennio Ranaboldo, CEO of Lavazza North America. "The jointly

developed Keurig® Rivo™ System allows consumers to choose from an exclusive selection of authentic Lavazza espresso blends to brew rich Italian espresso and select their own fresh milk from their refrigerator for the perfect froth to craft their favorite beverages.”

Rivo™ System’s Features

The Keurig® Rivo™ System, which is named to evoke the Italian word for revolutionary, is one of the only at-home premium espresso brewers in its price range (\$229.99 SRP) that brews authentic espresso-based beverages using any type of fresh milk from the refrigerator – from whole milk to skim and even non-dairy options – offering an exceptional alternative to the high-priced beverage options typically consumed at coffee shops. With minimal clean-up, Rivo™ provides an easy way to brew a variety of delicious drinks - including hot or iced cappuccinos, lattes, mochas and more, simply and consistently.

To make true espresso, a brewing machine must be a high pressure system, forcing hot water through a finely ground blend of specially blended and roasted coffee. The Keurig® Rivo™ System brews rich Lavazza Italian espresso with up to 15 bars of pressure and each Rivo™ pack contains approximately 7.5 grams of a unique blend of 100 percent Arabica beans, packed and freshly sealed to preserve optimum quality of taste.

To make authentic cappuccinos, or lattes, fresh milk has to be frothed using high-temperature steam. The Keurig® Rivo™ System optimally froths the milk with a combination of hot steam and a high speed spinning whisk. The Rivo™ System delivers delicious espresso-based beverages with exceptionally long-lasting foam and ideal in-cup temperatures.

The combination of fresh milk and espresso-blend Rivo™ packs, crafted by Lavazza exclusively for the Rivo™ System, offer users the breadth of choice to brew up to 32 authentic espresso-based beverage options at the touch of a button in under two minutes.

Key brewer features include:

- Two espresso sizes: short (1.4 oz.) and lungo (2.8 oz.)
- Three frothing modes to make the perfect froth, hot or cold
- Removable 60 oz. water reservoir
- Frothing pitcher that is dishwasher safe

Rivo™ pack varieties (\$14.99 SRP for an 18-count box) include:

- **Espresso Delicato (medium roast):** A medium roast featuring a pleasant aroma with notes of tropical fruit; sweet, mild floral qualities with a lingering fruity finish.
- **Espresso Classico (medium roast):** A medium roast with a full bodied blend and a balanced acidity; slightly sweet with notes of chocolate and a long lasting citrus finish.
- **Espresso Intenso (dark roast):** A dark roast consisting of a bold, full bodied blend with aromas of butter and caramel; subtle hints of smoke with a pleasantly crisp finish.
- **Espresso Decaf (medium roast decaffeinated):** A medium decaffeinated roast featuring a balanced flavor and gently sweet aromas of grape and dried fruit with a satisfying, smooth finish.

Additional Resources

- *Keurig® Rivo™ Information:* www.Keurig.com/RivoSystem
- *GMCR Corporate Information:* www.gmcr.com
- *Lavazza Information:* www.lavazza.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; www.greenmountaincoffeeroasters.com or 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 Luigi Lavazza S.p.A.

Established in 1895, the company has been owned by the Lavazza family for four generations. Lavazza is one of the most important roasters in the world and the retail market leader in Italy. Today Lavazza is present with its subsidiaries and distributors in over 90 countries and operates worldwide in the Home and Away-from-Home segments. The company has 20 years of tradition in the production and marketing of systems and products for the portioned coffee segment.

GMCR Forward-Looking Statements

Certain information contained in this release, including statements concerning expected performance such as those relating to net sales, earnings, cost savings, acquisitions and brand marketing support, are "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934. Generally, these statements may be identified by the use of words such as "may," "will," "would," "expect," "should," "anticipate," "estimate," "believe," "forecast," "intend," "plan" and similar expressions intended to identify forward-looking statements. These statements may relate to: the expected impact of raw material costs and our pricing actions on our results of operations and gross margins, expected trends in net sales and earnings performance and other financial measures, the expected productivity and working capital improvements, the ability to maximize or successfully assert our intellectual property rights, the success of introducing and producing new product offerings, ability to attract and retain senior management, the impact of foreign exchange fluctuations, the adequacy of internally generated funds and existing sources of liquidity, such as the availability of bank financing, the expected results of operations of businesses acquired by us, our ability to issue debt or additional equity securities, our expectations regarding purchasing shares of our common stock under the existing authorizations, and the impact of the inquiry initiated by the SEC and any related litigation or additional governmental inquiry or enforcement proceedings.

These and other forward-looking statements are based on management's current views and assumptions and involve risks and uncertainties that could significantly affect expected results. Results may be materially affected by external factors such as damage to our reputation or brand name, business interruptions due to natural disasters or similar unexpected events, actions of competitors, customer relationships and financial condition, the ability to achieve expected cost savings and margin improvements, the successful acquisition and integration of new businesses, fluctuations in the cost and availability of raw and packaging materials, changes in regulatory requirements, and global economic conditions generally which would include the availability of financing, interest, inflation rates and investment return on retirement plan assets, as well as foreign currency fluctuations, risks associated with our information technology systems, the threat of data breaches or cyber-attacks, and other risks described in the Company's filings with the Securities and Exchange Commission.

Actual results could differ materially from those projected in the forward-looking statements. The Company undertakes no obligation to update or revise publicly, any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by law.

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