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 KeurigGreenMountain.com

April 11, 2014

Dear Valued Customer:

Keurig Green Mountain, Inc. (“Keurig”) is excited to announce that after significant evaluation and qualification the suggested “Best Used By Date” that is provided on each one our Keurig Brewed® coffee K-Cup® pack and Vue® pack retail packages will be extended from the current 9-month to a new 12-month guideline. The coffee brands that will carry the new guideline are as follows: Barista Prima Coffee House®, Coffee People®, Diedrich, Donut House®, Green Mountain Coffee®, Revv®, The Original Donut Shop®, Timothy’s®, Tully’s®, and Van Houtte®

This Best Used By Date represents a timeframe use recommendation we provide the consumer to help ensure the highest quality brewing experience possible and is not a product expiration date. Through shelf-life testing and process and quality improvements we have been able to determine that our coffee products can be experienced at the highest standards of quality within a 12-month window. It is important to note that this change will have no impact or effect to the integrity or quality of our coffee products.

As a reminder please see the grid below that lists the most common Best Used By Date guidelines for all of our Keurig Brewed® beverage types:

Portion Pack Type	“Best Used By Date” Shelf Life Guideline
Coffee	12 Months (as of 4/15)
Iced Coffee	12 Months
Hot Tea	18 Months
Iced Tea	12 Months
Fruit Beverages (Green Mountain Naturals® Hot Apple Cider and Lemonade, Vitamin Burst®)	9 Months
Hot Cocoa	12 Months

The new Best Used By Dates on our coffee pack packaging will begin to appear as a rolling change beginning on April 15, 2014. Extended Best Used By Dates will only appear on coffee

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K-Cup® packs that are compatible with the new Keurig® 2.0 Brewing System enabled with Consumer Benefit Technology.

In addition, we will be extending the new 12 month Best Used By guidelines to include our coffee partner brands as a Phase 2 implementation to be completed by Fall 2014.

If you have questions, please contact your sales representative or Customer Care.

Thank you for your business,

John F. Whoriskey,

A handwritten signature in black ink, appearing to read "John F. Whoriskey". The signature is written in a cursive, flowing style. The background of the signature is a light, textured grey.

President, US Sales and Marketing
Keurig Green Mountain, Inc.