

EXHIBIT 1

4-Outlet Consumption		\$ Consumption	
		2009 W/E 12/26/09	YTD W/E 11/13/10
FDM +WM	COFFEE	4,937,468,762	4,364,492,656
	PREMIUM	1,641,930,311	1,454,175,495
	STARBUCKS	379,003,382	350,423,347
	SEATTLE'S BEST	67,074,348	56,781,955
	TORREFAZIONE	1,174,214	145,126
Premium 4-O \$-Consumption		1,641,930,311	
Coffee 4-O \$-Cons Growth YTD 2010			1.7%