

EXHIBIT 2

From: Glancy, Kristine A
Sent: Monday, February 22, 2010 6:25 PM
To: Acker, Lori B
Cc: Davis, Sivonne M; Prchlik, Mike D
Subject: FW: Target Deck - Draft - PLEASE READ - FOLLOW-UP DUE 8/4/09
Below is the email where Greg say's it is OK to present to Target

From: Glancy, Kristine A
Sent: Tuesday, August 04, 2009 11:37 AM
To: 'Greg Price'; Larry Cronin; Michele Waits; Gary Jones; Lyn Frates
Cc: Brian Braden; Acker, Lori B; Gaddis, Marie L
Subject: RE: Target Deck - Draft - PLEASE READ - FOLLOW-UP DUE 8/4/09

Greg - Thanks for the feedback and follow-ups. Several comments per your notes below:

PG 27-30 - Joint Pallets with SBUX and MH - This was approved in the beginning of May based on using Base SBUX SKU's, the Pike Place/MH mod was not approved. We are executing this as part of our BTS program with SV this month already, and have other customers interested in leveraging a joint display to maximize merchandising opportunities when they are at the same price point. We actually pulled this slide from the deck for a future meeting to talk specifically about supply chain efficiencies.

PG 32 - Added a page for Tassimo Latte/Capp since the version I sent you on Friday - will be included in final deck

PG 33 - Ron provides Gail weekly updates on SBC performance for same store sales, and they are doing well...which is one of the reasons we were able to maintain distribution in 618 stores. Unfortunately, the biggest barrier for Gail, is she does not understand what SBC's POD is, and to date has not been convinced that we are any different from her other offerings. If we can figure SBC out - it will be a big opportunity for Target because we can deliver the margin she is looking for. But we need to develop a relevant, unique POD and spend behind it for her to reconsider at this point

PG 35 - We decided to pull this page for this meeting, we all love the idea of developing an In-store display vehicle, but we need to flush thru more details prior to presenting to Gail. I know we haven't seen huge lifts in Center Store Café - so need to make sure we think this one thru in what our "ask" is back from Target if we pursue and they are interested

PG 36 - Yes will be marketing Page

Kiosk Programming - Larry mentioned he is working with the Kiosk Group to get another regroup with Target to specifically talk about Kiosk programming. Gail is VERY interested in collaborating next year and doing something big - kicking off the year with the new Tazo items. I would suggest we set up a separate meeting at the beginning of September with Larry, Lyn and the retail group, with Gail and her counterpart to specifically talk about what we can execute in 2010. I want to ensure we get the time deserved to talk about this.

Thanks again - I will send final version tomorrow.

Kristine

From: Greg Price [mailto:gprice@starbucks.com]
Sent: Tuesday, August 04, 2009 11:04 AM

To: Glancy, Kristine A; Larry Cronin; Michele Waits; Gary Jones; Lyn Frates
Cc: Brian Braden; Acker, Lori B
Subject: RE: Target Deck - Draft - PLEASE READ - FOLLOW-UP DUE 8/4/09

Kristine,

1st, overall comment: Deck look good. Nice, tight, consumer focused & insight based story.

2nd, RE: Flavored: (p17-19). I'm OK with inclusion, as long as there are very clear CAVEATS to the customer that we're still in early days, this has not been approved yet, so that there is a recognition this may or may not happen (we all want (and are counting on) this to happening, but until we get through our sr. management, can't make any guarantees). I'll be very interested to hear what Gail & team say, and if there is positive feedback, please share...may help us "sell" on this end!

3rd, P27-30. Joint pallets between SBUX and Maxwell House...I know we've approved this for SBC, but NOT to my knowledge for SBUX. For same reasons as previously, I cannot approve that here.

4th - P32 - Am surprised you're not leveraging the SBUX Latte/Cappuccino Primo product in Tassimo selling materials. Any reason?

5th - P33 - Is there any performance story (based on how it's doing in existing Targets or even in other accounts) that's worth sharing here?

6th - P35 - What are you going to say here? Love the idea of this...

7th - P36 - Is this about the advertising? If so, great, if not, why not share, even as work in progress?

8th - Larry / Lyn - Can you provide a slide or two on Kiosk programming ideas? I see 3 areas of opportunity:
a) Cross promotion (e.g. bounceback coupons)
b) Joint Racks / merchandising, perhaps tied to sampling opportunities
c) Store wide loyalty program (e.g. buy \$50 SBX products & beverages, get \$5.00 coupon or giftcard good at Target)

Via: I think the story to Target is that this is a major strategic initiative for SBUX, and we've been asked by Howard to take it to the marketplace directly ourselves. Larry, correct me if I'm wrong, but launch date for Target is 1st week in November (based on when we can access available capacity).

Greg

From: Kristine.Glancy@kraft.com [mailto:Kristine.Glancy@kraft.com]
Sent: Friday, July 31, 2009 5:33 AM
To: Larry Cronin; Greg Price; Michele Waits
Subject: FW: Target Deck - Draft - PLEASE READ - FOLLOW-UP DUE 8/4/09
Importance: High

Resending.

From: Glancy, Kristine A
Sent: Friday, July 31, 2009 8:22 AM
To: 'Michele Waits'; Larry Cronin; 'Greg Price'
Cc: Acker, Lori B
Subject: Target Deck - Draft - PLEASE READ - FOLLOW-UP DUE 8/4/09

Importance: High

Team – Attached is a draft of our Target deck for the upcoming meeting on 8/6. Please note I removed Mainstream specific pages from this deck, but left any pages in that are joint mainstream/premium.

Please review and provide me any feedback by Tuesday 8/11 @ noon. We would like to have presentation completed by COB on Tuesday. If you have any specific questions, please let me know.

Key Next Steps:

- 1) Flavored – I included 3 pages (pages 17-19) in the deck as a placeholder. Are you comfortable having the conversation with Gail/Karissa on the potential opportunity? We are prepared to take the pages out of the deck – unfortunately it does not leave us with any innovation on SBUX we can discuss at this point.
- 2) Kiosks Programming Ideas – Larry, I would love to include a slide of programming ideas, key timeframes we can partner – do you have an update?
- 3) VIA – I included in the upfront section (Strategy Pages – image of VIA), as well as indicating SBUX plays within Convenience. This will definitely be a topic of conversation Target will bring up per Lori's previous note – we need to be prepared in how we want to discuss this Target

Lastly, I included an image of a "destination coffee center" as a concept idea the team was interested in discussing with Gail. As Target rolls out P-Fresh in more stores, this could be an interesting way to bring the "café to live in-aisle". This is a concept only; we would clearly need to discuss funding, costs, etc with Target before moving forward. I believe this could be a great opportunity to tie-in with Pepsi Frap for single serve offerings as part of the display as well.

Please let me know if you have any questions.

Thanks
Kristine

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