

EXHIBIT 3



Starbucks Coffee Company
PO Box 34067
Seattle, WA 98124-1067
206/318-1575

December 1, 2010

Deanie Elsner
President, Beverages Business Unit
Kraft Foods Global, Inc.
555 South Broadway
Tarrytown, NY 10591

Dear Deanie,

On November 8th, 2010, we communicated (via letter) our intent to terminate the supply and license agreement and transition the Starbucks and Seattle's Best Coffee brands back to Starbucks effective March 1, 2011. Regrettably, you have indicated that Kraft is unwilling to provide your assistance for a smooth transition (phone conversations on November 10th and November 18th) of this business back to Starbucks. Given the size and complexity of the business and the time required to ensure a smooth transition for our customers, it is necessary for us to begin communicating the transition of the brands within the next week. Unless we get clear affirmation from Kraft by December 3, 2010, that you will be providing full, immediate support and cooperation for a smooth transition, we will begin contacting customers regarding the transition (effective March 1, 2011) starting December 6th, 2010.

Our clear preference remains to transition this business in a collaborative way so that we put the interests of our mutual customers first. Your reluctance to cooperate is unfortunate. Given a very short lead time, we have no choice but to start the process without Kraft's help within the next week. I do hope you will reconsider your position. I am available at your convenience to discuss how we can proceed collaboratively for the benefit of our mutual customers.

Sincerely,

A handwritten signature in black ink, appearing to read "JHansberry".

Jeff Hansberry
president, Global CPG & Foodservice
Starbucks Coffee Company