

EXHIBIT 4

-----Original Message-----

From: Bruce, Jack A
Sent: Tuesday, December 07, 2010 10:43 AM
To: Morgan, Joe; Flaherty, Colleen F; Schwarz, Stephen J; Prchlik, Mike D
Cc: Errickson, Jim E
Subject: FW: Customer R&G Transition Letter

The Winn Dixie Category Manager, Louis Archer, just forwarded the attached letter that he received yesterday on 12/6/10 from Starbucks. The letter states that Starbucks will be managed by Acosta beginning 3/1/11. Please let me know how I should respond to the Winn Dixie Category Manager concerning this letter.

Jack Bruce
Area Category Manager
Beverage and Grocery
Winn Dixie Team
904-378-4205

-----Original Message-----

From: Louis Archer [mailto:LouisArcher@winn-dixie.com]
Sent: Tuesday, December 07, 2010 10:37 AM
To: Errickson, Jim E
Cc: Bruce, Jack A
Subject: Customer R&G Transition Letter

<<Customer R&G Transition Letter.pdf>> Guys Have you seen this letter?

Louis Archer

Category Manager - SS Juice, Coffee, & Tea Winn Dixie 5050 Edgewood Court, Jacksonville, FL
32254
(904)370-6854 louisarcher@winn-dixie.com

The message is ready to be sent with the following file or link
attachments:

Customer R&G Transition Letter.pdf

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving
certain types of file attachments. Check your e-mail security settings to determine how
attachments are handled.



Starbucks Coffee Company
PO Box 34067
Seattle, WA 98124-1067
206/318-9219

December 6, 2010

To Our Valued Customer,

Effective March 1, 2011, Starbucks will assume direct distribution for the Starbucks and Seattle's Best Coffee brands, replacing Kraft Foods. We have appointed Acosta to act as our sales agent.

We are very focused on ensuring an orderly and seamless transition. To enable that, we will be working closely with Acosta, who acts in the same capacity for our Starbucks VIA® Ready Brew products and is also taking on the Tazo® Tea filter bag and tea latte concentrate business effective January 1, 2011.

I want to thank you for your continued business. My team and I are personally committed to working with you to ensure a smooth transition. We will reach out to you to begin planning, but in the meantime, if you have any questions, please feel free to reach out to me at 206-318-9219, Brian Braden, Starbucks vice president, Customer Business Development - West at 206-318-4970 or Mark Lauderdale, Starbucks vice president, Customer Business Development East at 206-465-1127.

Sincerely,

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

Jeff Hansberry
president, Global CPG & Foodservice
Starbucks Coffee Company