

EXHIBIT 5



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

December 6, 2010

Dear Acosta team,

As you have likely read in the press, we are terminating our agreement with Kraft as of March 1, 2011 and are working on plans for an orderly transition of the Starbucks and Seattle's Best Coffee Roast & Ground coffee business by that date. Today, we are sending letters to customers to begin the transition process. In addition to the letters, our sales leaders are calling our top 15 customers to share this important news.

As of today, December 6, 2010, we begin our journey together to assume control over the direct distribution of the largest component of our CPG business. As we begin to plan with customers, we will also begin to increase our joint participation in servicing the customer. However, we would like to ensure that our efforts are coordinated and sequenced as we move towards the March 1, 2011 complete transition of the Roast & Ground business from Kraft.

We expect Kraft to continue to fulfill its obligations to service our Roast & Ground business until Monday, February 28, 2011 but must ensure that any gaps in that service are covered to ensure a successful transition and to meet the needs and service levels of our customers. Prior to March 1, the Acosta team can begin agreeing to and supporting customer requests for merchandising needs that take effect on or as of March 1, 2011. Further, you may confirm commitment to any event after March 1 that has been previously planned by Kraft. As of March 1, the Acosta team will formally begin support of merchandising planning.

We look forward to building a great partnership with you.

Thanks,

Brian Braden
vice president, Customer Business Development - West
Starbucks Coffee Company