

EXHIBIT 1

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

From: BBloom@hannaford.com [mailto:BBloom@hannaford.com]

Sent: Tuesday, December 07, 2010 2:21 PM

To: Stewart, Brad C

Subject: Re: Tassimo Sampling Reschedule

Brad Please follow up with the BU on Tassimo and my concern if Starbucks pulls out of distribution with the items in the current offering for the machine. I have a hard time seeing consumers paying \$129 for a machine that only has Maxwell house to brew.

Thank You

Brian Bloom

Category Manager

Cereal, Granola ,Fruit Snacks, Coffee, Tea

Hannaford Brothers

207-885-3270

From: <Brad.Stewart@kraft.com>

To: <BBloom@hannaford.com>, <MNickless@hannaford.com>, <AStPeter@hannaford.com>

Cc: <CAbraham@hannaford.com>

Date: 12/07/2010 01:04 PM

Subject: Tassimo Sampling Reschedule

Good Morning Melissa and Amy,
I spoke to Brian this morning and we are definitely going to push the Tassimo launch into January 2011. We will begin shipping out to Hannaford stores on 1/10/11. I have confirmed that Acosta can begin the resets that week and will look to ship the Tassimo product into DC 01 and DC02 on 1/6/11 so that CAO can plan the force outs.

I want to see if we can reschedule the 100 store sampling event for 1/15/11?

Please let me know,
Thanks
Brad Stewart
Kraft Foods
Customer Category Manager
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