

EXHIBIT 7

TASSIMO COMMUNITY BOARD Nov 3 – 29th, 2010

BekkaF (Posts: 97)

Registered: 10/28/10 (23 of 25) Re: Starbucks ending relationship with Kraft
Nov 23, 2010 6:48 AM Rate This Post: Report Abuse

And please Kraft don't revamp a MH or Gevalia coffee to fit the nemesis of a good SBux coffee or the past Carte Noir that may get dropped. That just wouldn't work. MH or Gevalia is just what it is. Loosen your hold a bit more, and expand on the choices that could be available to us all. A monopoly isn't conducive to good business any more. If it takes a small change in your business model to encompass other great coffees, so be it. Give it a try, I'm sure you'd have lots of happy customers, and your bank roll will grow. You already have Carte Noir, Jacobs, and Kenco.... bring em on. As far as SBuxs goes, I'm confused about the fact if SBux may pull out, why Seattle's Best is being enhanced for the T-disk coffee maker?

Doug (Posts: 10)

Registered: 11/17/10 (22 of 25) Re: Starbucks ending relationship with Kraft
Nov 22, 2010 2:41 AM Rate This Post: Report Abuse

If Starbucks does leave, and takes Seattle's with it, perhaps Kraft may want to rethink its business model with Tassimo.

There's a reason that the Keurig model has become so successful. Costco, BJ, Sam's Club, and my local supermarkets all carry K-cups and Keurig machines. Take a look at HSN and QVC. While QVC sells the coffee, I couldn't find a machine on their web site.

Everyone knows about those K-cups, they're ubiquitous, heck even my bank has one out on the counter - great advertisement for Keurig and the bank had to buy it. Everyone who walks into that bank gets a cup of coffee, and they know where it came from.

While Keurig is not manufacturing all those k-cups, you know that they must be making money on some type of licensing agreement. And with tens of thousands perhaps hundred of thousands of k-cups being sold daily, the folks at Keurig are not getting poor. (believe that Keurig is owned by Green Mountain)

And you are correct, the Tassimo is a far better product, that's why I bought my T45 last week. It makes a fairly good cup of joe, so's the cappuccino. Hey the Earl Gray Tea is something I look forward to. BTW, the deal maker was Bed Bath and Beyond, with my 20% coupon and a \$50 rebate the T45's price was brought down to \$85. Had Tassimo not promoting the rebate I might never have bought the Tassimo. I might still be pondering which machine to buy.

But if Kraft wants Tassimo to survive it will have to do something even if Starbucks stays with it. That rebate offer will end at the end of the year. How will Kraft get new customers after those rebates go away? And how will Kraft keep those new customers, and not lose them next year to Keurig?

-CONT

jbnash527@gmail.com

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Posts: 1

Registered: 11/21/10 (21 of 25) Re: Starbucks ending relationship with Kraft
Nov 21, 2010 3:03 PM Rate This Post: Report Abuse

Like many of you that have posted, the Starbucks offering was the main factor in my reason for selecting the T20 over Keurig or Nestle's Gusto Dolce. I'm a SB Cappucino junkie and figured that my T20 would pay for itself in a months time. After buying one for home, a week later I brought one for my office. I have to say, I haven't been to SB since and maybe that's the reason they are severing ties with Kraft/Tassimo. SB just recently raised their prices again. Maybe more people are choosing to save money and brew at home. I'm been trying some other Cappucino brands (Maxwell House and Gevalia) and they aren't bad. I like the Gevalia the best and it's cheaper than SB. So if SB goes away, I'll keep my T20.

keithandmissy

Posts: 20

Registered: 11/10/09 (20 of 25) Re: Starbucks ending relationship with Kraft
Nov 20, 2010 6:20 PM Rate This Post: Report Abuse

> Unfortunately I'm afraid that the opposite may be true with Tassimo. As Starbucks leaves, fewer people may buy the Tassimo. Fewer manufacturers may choose to make T disks.

There is only one manufacturer of T-discs: Kraft. Tassimo and the whole business is run by Kraft Foods and they only sell brands affiliated with Kraft. So, the number of manufacturers won't change unless Kraft's business model for Tassimo changes to allow third-party t-discs. Starbucks is licensed to Kraft (all the coffee you see from Starbucks in a store setting is Kraft).

Keurig's business model is just different. They thrive on third-party companies making K-cups to allow more variety. However, Keurig is simply a mini-coffee maker with a mini-filter. The Tassimo makes a better espresso, and wider variety of types of drinks (which is why I own it).

jims1001 (Posts: 9)

Registered: 10/15/10 (19 of 25) Re: Starbucks ending relationship with Kraft
Nov 18, 2010 6:53 PM Rate This Post: Report Abuse

I like Starbucks' Cappuccino and Latte so much. This is the reason I didn't buy keurig. It is a little early to confirm Starbucks will discontinue to supply T-disc coffee. Don't forget Tassimo offers so many European fine coffees. It is the right time to taste them.

djbrooksdjb@yahoo.com (Posts: 1)

Registered: 11/13/10 (18 of 25) Re: Starbucks ending relationship with Kraft
Nov 17, 2010 12:17 PM Rate This Post: Report Abuse

Three days ago I bought my Tassimo, the availability of Starbucks was a factor. Now I find that Starbucks may not be in the Tassimo line up. I purchased my Tassimo because I felt that as long as I was able to make a good cup of coffee, I didn't really need dozens of varieties; one or two good ones would do, but that's me.

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Kuerig's success is that as more people buy the Kuerig, different manufacturers will produce more varieties. Unfortunately I'm afraid that the opposite may be true with Tassimo. As Starbucks leaves, fewer people may buy the Tassimo. Fewer manufacturers may choose to make T disks.

The one thing that will keep Tassimo going is to have greater varieties to attract new consumers. I hope that Kraft is not telling Starbucks that it can only deal with Tassimo. I understand Kraft wanting to keep Starbucks exclusive to itself, but at what price?

On the other hand if Starbucks is leaving Tassimo so that it could push its own instant coffee product, it would be too bad for Starbucks. I've tasted that coffee, it's not coffee.

In the end, as usual it will be us the consumer that loses. I'd hate to think that I've spent my hard earned money on a quality device that will have little value.

BoyertownPR (Posts: 31)

From: Boyerton, PA

Registered: 2/3/10 (17 of 25) Re: Starbucks ending relationship with Kraft

Nov 17, 2010 11:26 AM Rate This Post: Report Abuse

The only thing keeping me from switching to a Nespresso Citiz Espresso maker is the availability of Starbucks coffee. If that's gone away I'm gone. I'm sure Tassimo won't miss me but I'm gone nonetheless.

Hector

keithandmissy (Posts: 20)

Registered: 11/10/09 (16 of 25) Re: Starbucks ending relationship with Kraft

Nov 17, 2010 10:12 AM Rate This Post: Report Abuse

Even with Jacobs, Nabob, etc. Tassimo is very limited under the Kraft brands. This is especially so if we lose Starbucks. The problem solver (other than fighting to keep Starbucks) is to expand varieties (probably a good idea anyway).

If Tassimo worked out a deal with Tim Horton's (Canada), Dunkin Donuts, or another popular coffee brand it would help with this. If they got Tim Horton's I'm pretty sure every Canadian would own a Tassimo (or two) in an instant.

A tea deal with Tata Tea could help Tassimo expand tea varieties to include the Tata Tea, Tetley, Good Earth Teas, and JEMCA brands and varieties.

I think overall it's a business model problem of keeping everything in-house without licensing to third parties. They need to start using some of Keurig's business model in order to compete.

-cont

BekkaF (Posts: 97)

Registered: 10/28/10 (15 of 25) Re: Starbucks ending relationship with Kraft

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Nov 17, 2010 6:08 AM Rate This Post: Report Abuse

I agree with you whole heartedly. Now lets see if Tassimo will understand our concerns and care enough about their consumers to make our Tassimos aka Rebots worth it. All the great advertising in the world, and it is good/really smooth ;), isn't going to compensate for a decreased inventory. Especially when so many bought their Bosch because of the availability of SBuxs. Awfully hard to resist, when the coffee makers are sitting right there, surrounded by SBux T-discs. If SBuxs is taken out of the equation, the Tassimos just won't be as appealing despite all the glitz, without surrounding the coffee makers with other great coffees besides MH and G. So bring on board the Carte Noirs, Jacobs, Nabob, those stashes of coffees are there, don't make it so hard for us to obtain those choices or reduce us to begging.... and add a few more new companies. Along with the innovative advertising, New coffees more the priority, Kraft/Tassimo has more to gain fiscally, not to mention retain and gain happier customers.

keithandmissy (Posts: 20)

Registered: 11/10/09 (14 of 25) Re: Starbucks ending relationship with Kraft

Nov 16, 2010 1:31 PM Rate This Post: Report Abuse

Tassimo is not going to comment on this because one of the recent articles I read said that the break-up of the deal was likely to lead to litigation. I'm sure the hosts will not comment on something like that.

On another note, I think if Tassimo starts offering a greater variety of brands and options they will have better acceptance (more like Keurig). If they created relationships with hot drink brands outside of the Kraft umbrella it would really do them some good.

coffeezombie (Posts: 10)

Registered: 5/11/10 (13 of 25) Re: Starbucks ending relationship with Kraft

Nov 16, 2010 1:51 AM Rate This Post: Report Abuse

Perhaps Tassimo could offer more of the European selections here in the States to broaden the offerings. I hate that I can't buy all of the Jacobs drinks here!

Host_Zee (Posts: 28)

Registered: 11/9/07 (12 of 25) Re: Starbucks ending relationship with Kraft

Nov 14, 2010 1:25 PM Rate This Post: Report Abuse

- > How disheartening! I just got my Tassimo and to hear
- > this news right off the bat is not fun. Starbucks
- > definitely is one of the reasons I opted to buy this
- > brand. I am, however enjoying the Jacobs latte.
- > Maybe Kraft could approach Stumptown Roasters, which
- > h makes my very favorite espresso.

I'll pass along the suggestion. Sometimes I think the main reason I love my old Braun machine is the double espresso I have in the morning. I just love espresso. I don't know what it is about it, but I guess

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it's because it is what it is. Having more espresso selections would be great! (Jane LiveWorld, TASSIMO's Inner Circle Management Partner 1-877-834-7271)

larsonszoo (Posts: 5) Registered: 11/13/10 (11 of 25) Re: Starbucks ending relationship with Kraft
Nov 13, 2010 5:35 PM Rate This Post: Report Abuse

How disheartening! I just got my Tassimo and to hear this news right off the bat is not fun. Starbucks definitely is one of the reasons I opted to buy this brand. I am, however enjoying the Jacobs latte. Maybe Kraft could approach Stumptown Roasters, which makes my very favorite espresso.

scottae316 (Posts: 4)

Registered: 10/18/10 (10 of 25) Re: Starbucks ending relationship with Kraft
Nov 13, 2010 7:03 AM Rate This Post: Report Abuse

Well, from a US standpoint it would be a major loss if SB stopped selling T-Disks. I myself am not a SB fan so it would not bother me.

If this happens, Kraft should start making available more of the European brands selections than they do now. There are several Jacob's choices that are not available via Tassimo Direct or BBB. Also they should be expanding the Gevalia line.

There is no other coffee house chain in the US to really replace SB for Kraft/Tassimo that I can think of. Kraft/Tassimo needs SB more than SB needs Kraft/Tassimo IMO.

BekkaF (Posts: 97)

Registered: 10/28/10 (9 of 25) Re: Starbucks ending relationship with Kraft
Nov 10, 2010 6:06 AM Rate This Post: Report Abuse

I'm sorry Sky, usually moderators on forums have some degree of inside knowledge and I really thought you guys were a line to the higher ups. At least that was the case when I moderated and owned some forums a while back. I was able to go back and forth to provide information of what members wanted and then provide answers to the members and I got to tease about new products soon to be announced ;) It was a lot of fun. Plus, that appears to be the case on other boards for other products that I am a member on currently that the moderators provide feedback to manufacturers and have the ability to come back to the members with solutions and announcements of upgrades or new products or simple solutions. Essentially, there is a give and take on most product forums and A "Hey we heard you, and have a solution headed your way" ie. B&N's Nook and upgrades; LG phones; NuWave convection oven, Froth au Lait; clothing stores, "keurig", & on and on. The moderator can get inside tips, pass them along, and keep the board excited. And also provide knowledge of what the members would like to improve on the product to the insiders, knowing it will be worked on. The hosts own the products and support the product but also have the most important role of advocating for members. I didn't realize your roles were basically that of a member, not that that is not a good thing, for its the members who provide the best feedback for manufacturers to improve their services or equipment. If the business listens and cares enough about their products to promote and make it better ;) I never had to say to members contact customer service to find the answers, when customer service doesn't provide the answers. I was able to go to the source find out the information and often times come back with an answer or solution. In a

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case like this, the answer might be something on the order of, "yes SBux may be making a decision to no longer be included in our inventory but we got you covered. Keep watching, we have exciting news just ahead. We are listening and will soon be offering you Peet's coffee, Blue Mountain, Kona, Dunkin Doughnuts, and a reuseable disk to accomodate your coffee preferences". That's what a host on other forums might be able to come back with to keep things positive. So my apologies to you too. This must be frustrating and difficult for you as well as us. Huggs, Bekka

Host_Skylara (Posts: 26) **(This is our kraft host**

Registered: 11/9/07 (8 of 25) Re: Starbucks ending relationship with Kraft

Nov 9, 2010 9:16 PM Rate This Post: Report Abuse

We really can't respond regarding speculative information like this. Has anyone tried to contact Customer Service to see if they had any information or a person whom you could contact?

BekkaF (Posts: 97)

Registered: 10/28/10 (7 of 25) Re: Starbucks ending relationship with Kraft

Nov 9, 2010 7:16 PM Rate This Post: Report Abuse

Still waiting for our hosts to jump into this discussion and share a little reassurance???

BekkaF (Posts: 97) Registered: 10/28/10 (6 of 25) Re: Starbucks ending relationship with Kraft

Nov 8, 2010 5:39 AM Rate This Post: Report Abuse

I would be more than disappointed. Bascially because Bosch designed and manufactured the best single serve coffee maker for Gevalia. I own two. In turn the major stake holder in the Tassimo Bosch which more than likely happens to be the coffee manufacturer has let the consumers down in refusing to expand on inventory of T-disks and promote by bringing into the Tassimo world a few more reputable coffee businesses. Reading the complaints here, would one wonder why a reputable business like SBux wouldn't pull out? I don't think its just for financial rewards but also to protect the business reputation. Which leads me to wonder why the end coffee manufacturer, or major business holder, wouldn't expand their inventory but instead limits itself by attempting to remain proprietary to their own products even to the point of business failure. Just doesn't make sense to me when Gevalia has a lot more to gain by sharing the platform.

perryjay (Posts: 3)

Registered: 11/7/10 (5 of 25) Re: Starbucks ending relationship with Kraft

Nov 7, 2010 9:52 PM Rate This Post: Report Abuse

Bekka,

The exclusivity I am referring to is the fact that Tassimo advertised that their system was the only single-cup maker to have Starbucks coffee. Seattle's Best coffee is a subsidiary of Starbucks for those who didn't know. So they will both go away if the distribution deal ends. Starbucks has seen the light and figured out that Keurig makers have become more popular so they want a bigger distribution channel. I have seen T-discs in several stores. (Publix, Target, and Bed Bath and Beyond)

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I love my Tassimo, but I will be very disappointed in Kraft if they lose Starbucks.

alexoskeleton (Posts: 2)

Registered: 7/18/10 (4 of 25) Re: Starbucks ending relationship with Kraft

Nov 7, 2010 1:06 PM Rate This Post: Report Abuse

It's being speculated that it would likely end the Starbucks/Tassimo agreement as well. It would only make sense. I'm not a huge SB guy but I do buy it. With the already brutal selection of T-Discs in Canada, this would lead to even less choice to Canadians. Keurig is starting to look more and more attractive.

BekkaF (Posts: 97)

Registered: 10/28/10 (3 of 25) Re: Starbucks ending relationship with Kraft

Nov 7, 2010 10:44 AM Rate This Post: Report Abuse

Ok, I just found the article you are referring to, but it doesn't say a thing about the exclusivity of the T-disks. The article speaks of packaged coffees sold in grocery stores and other "outlets". Our grocery stores have sold SBux coffees in just less than pound bags for quite a few years now. Never seen the T-disks in grocery stores or outlets. At least I'm hoping the exception for purchasing SBux T-disks stays with BBB. I would have to give up my Tassimos if all I could get are MH and Gevalia. It would also seem that Tassimo aka Gevalia, would be rooting around for some good sources to fill any SBux gaps. Still waiting for our hosts to get on board with some answers for us.

BekkaF (Posts: 97)

Registered: 10/28/10 (2 of 25) Re: Starbucks ending relationship with Kraft

Nov 7, 2010 10:36 AM Rate This Post: Report Abuse

Where did you get this information from? Another member recently posted that Seattle's Best T-disks are being enhanced so is off the inventory list "temporarily". BUT if this does happen, you are right, there were be a lot of angry customers, including myself. SB's has a lot of pride in their good reputation, and I can't imagine them pulling out either???? Ok, hosts what are your thoughts on this, and please speak to the higher ups.

perryjay (Posts: 3)

Registered: 11/7/10 (1 of 25) Starbucks ending relationship with Kraft

Nov 7, 2010 8:38 AM Rate This Post: Report Abuse

On Nov 4th, Starbucks announced they are going to be ending their distribution deal with Kraft, the maker of the Tassimo.

If Starbucks and Seattle's Best coffee is no longer available for Tassimo, Kraft will probably face a huge class-action lawsuit from owners of the Tassimo. This machine was purchased by many people because of the exclusive availability of Starbucks coffee. Now, it appears that it may no longer be available for the Tassimo.

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KRAFT, IT IS IN YOUR BEST INTEREST TO MAKE SURE STARBUCKS COFFEE IS ABLE FOR THE TASSIMO. Forget about exclusivity!

NEW THREAD

s065843 (Posts: 2)

Registered: 11/9/10 (3 of 3) Re: Will Tassimo Lose Starbucks?

Nov 20, 2010 2:29 AM Rate This Post: Report Abuse

bummer - if tassimo looses starbucks, i will give up using tassimo. starbucks tdics are the only one i found i like. this is very depressing news and i hope that doesn't happen

BekkaF (Posts: 97)

Registered: 10/28/10 (2 of 3) Re: Will Tassimo Lose Starbucks?

Nov 18, 2010 6:59 PM Rate This Post: Report Abuse

Dear Guest, we have been discussing this issue in another thread. Who knows what is going to happen down the road. Guess I'm the eternal optimist and keep hoping if SBux's does depart that Tassimo will fill the gaps with coffees that are equally as good, maybe even better ;)

Guest (1 of 3) Will Tassimo Lose Starbucks?

Nov 18, 2010 11:21 AM Rate This Post: Report Abuse

As reported here: <http://www.reuters.com/article/idUSTRE6A36A420101104>

Says Starbucks wants to end its distribution with Kraft. Does this mean that they will also end Tassimo distribution? Would Starbucks be inclined to jump to Keurig or, like Nestle, make its own single serve coffee maker and distribute pods for that?

I ask because I might buy a Tassimo, although I'm being urged by my friends to get a Keurig. Starbucks is kind of a deal breaker. Thanks!

THREAD – “Introduce Yourself” (77 Replies): people introduce themselves to the TassimoDirect Community and talk about their experiences.

bjmulkey@att.net

Hello, my name is Betty and I'm a newbie! I live in Ponte Vedra FL!

I just got my first Tassimo machine 2 weeks ago and I LOVE IT!!!! I have signed up for the direct delivery and I am very excited about that as well. I love this machine! My husband loves it too! LOL

I am looking forward to hearing more and seeing what new blends / brands Tassimo brings to us. I also love TEVANA teas... Is there any possibility that Tassimo will team up with them to make an "easy does

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it" tevana Tdisks? That would make it the best brewbot in the WORLD.. hands down!

Being diabetic and having to watch my sugar / carb /etc... I am loving my morning brews 😊 I have tried the starbucks esspresso roast latte and LOVE IT! 😊

My husband loves the hot cocoa!

Shayd_84@yahoo.com

I had never heard of the Tassimo and it was my son that prompted me to buy one! See, my son is a late bloomer in that he waited to learn to drive at 18, goes to community college and then decided to get a part-time job while in school. This is his first job so he doesn't have to rely on the Bank of Mommy anymore. Well, he actually bought me a Christmas gift: Two packages of Tassimo pods. He saw that they were coffee/tea products and knew I was a coffee drinker (buys whole beans, grinds them and brews in in a Melita one cup cone or else shells out hard earned money for that morning drug: STARBUCKS, when I'm on the run.) I was intrigued and researched this product.

> Thanks to Christmas loot and a Target Gift Card, I ordered my Tassimo online (um, I think this product was VERY popular during the Christmas holiday so I could not find it around town.)

> My son got me the GEVALIA Swiss Hazelnut Coffee and the TWININGS Green Tea pods. Welllllllllll, I am very much a French Roast type of gal and find the coffee he got a bit weak for my taste but do enjoy the tea. I am getting the MAXWELL HOUSE French Roast coffee and TWININGS Earl Grey tea via the Tassimo site and can't wait to try them! Can anyone advise me as to strength of the coffees available? Other than the MH French Roast, which coffees lean towards darker roast as opposed to light roast? I use to be a GEVALIA member also!

> My son just asked me tonight how "that thing works" so I suspect he will be brewing the teas. He did tell me that he bought the pods at Bed, Bath and Beyond. I think I saw a post from someone saying they used their BBB coupon to buy their pods. I think I follow that lead, too, when I get my next mailing from them! :-p

> What type of coffee drinker are you - expert or novice: LOL, I guess expert. I like the "high test" type of coffee....dark roasts that put hair on your chest and REALLY wakes the dead. Are those Starbucks pods really as good as the shop coffee? I'm a fan of the Starbucks Mexicano brew or their r lattes they have in our on-site cafe

> What area of the country do you live in: the

> DC Metro area ;)

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> Anything you want to share: Well, I look forward to tips about care and maintenance and available pods. Opinions/comments on each brew flavor and are those international brands better than the "regular" brands?

> OH! and my machine didn't come with a filter but there's a funky thing on the water container that must be the built-in filter??? Hey! I'm a newbie! LOL! Oh, my, and I tend to ramble! Anyways, HELLO to all and GOODNIGHT!

I prefer the dark brews also, and if you really enjoy the robust taste of the really dark, u should try the starbucks espresso, or the maxwell house caramel espresso latte...

i just pop the espresso disc in, then the milk disc, which i do love the taste of..(some people aren't fans of them) and enjoy myself a homemade cup of starbucks capp or latte, with the full flavor

THREAD – “Problem signing up for direc delivery” (3 Replies):

Davec53@gmail.com

NOPE! there is still an issue...

i thought I had figured it out, but this is a mess.

somehow, i did manage to get to where i could add my 4 selections to start my Direct Delivery service, WITHOUT buying a machine...however...when i then added another item from the "you might also like this" box to the right of the direct delivery summary, it added it to the list and listed it as FREE.

i thought, WOW! nice...free Starbucks coffee?? what a company!

however, when i then proceeded to the checkout, the item was there with a charge. so...i hit edit so that i could remove it...guess what...i CAN'T remove it...the items listed as FREE are "stuck" in there, and certainly are not free...so what gives?

so...i signed out, and back in, and the cycle has started all over again of only offering me the ability to join Direct Delivery if I order a new machine, as well.

this is messed up...badly...tech support???

THREAD – “New and confused” (8 Replies):

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Flattop1970

By the way, the caramel "flavor" in the caramel macchiato is caramel flavor infused in the ESPRESSO not the milk disc (it just uses the standard milk discs for other lattes & caps). I read several reviews on Amazon where people said the flavor wasn't strong enough for them either. If I ever get a craving for those, I think I'll just make a standard Starbucks Primo Cappucino and add a little Torani caramel syrup.

Cbr600girl@gmail.com

Hi Everyone, I am new to the forum. My husband just bought me a Tassimo as an early birthday present. I opened it and used it for the first time on Friday morning. Nothing seems to taste good. I don't know if it's me or I am just used to starbucks. My hubby got me the Gevalia Caramel Latte Macchiato. It only filled up a couple oz and I figured that's what it was supposed to do. I then added the milk disc that was included. It tasted horrible! No flavor at all! Did I do something wrong. Then the Chai tea also came with the milk topping, which has no flavor. I had to scrape the froth off to get to the tea and then it was really good. What am I doing wrong?

Green highlights indicated new activity w/o 11.29.10