



EXHIBIT 10(b)

From: Frusciante, Jim A
Sent: Wednesday, December 08, 2010 10:06 AM
To: Blake-Thomas, David
Subject: FW: Starbucks

From: Frusciante, Jim A
Sent: Wednesday, December 08, 2010 7:55 AM
To: Corley, Tom F
Subject: FW: Starbucks

FYI...Already communicated to Colleen.

From: Ford, Lisa M
Sent: Wednesday, December 08, 2010 8:27 AM
To: Schmidt, Gary M; OConnor, Joseph P
Cc: Angeles, Lisa I
Subject: FW: Starbucks

This is the letter my buyer from Shoppers received and shared with me.

Lisa Marie Ford
Kraft Foods
Phone: 410-871-0789
lisa.ford@kraft.com



From: Cantler, Edward W. [mailto:Edward.W.Cantler@supervalu.com]
Sent: Wednesday, December 08, 2010 7:44 AM
To: Ford, Lisa M
Subject: RE: Starbucks

Hi Lisa,

This is the letter I received. Can you find out what's going on?

Thank You
Ed Cantler
Grocery Sales and Merchandising Manager
301-306-8799 Phone
240-463-0556 Cell
301-306-8601 Fax
Edward.W.Cantler@Supervalu.com

From: Lisa.Ford@kraft.com [mailto:Lisa.Ford@kraft.com]
Sent: Tuesday, December 07, 2010 8:45 PM
To: Cantler, Edward W.
Subject: Starbucks

Ed,

In response to your call regarding Starbucks, please note:

- We are committed to coffee - now and in the future - and we have the brands to compete aggressively in this category.
- Kraft Foods is continuing to conduct business under the terms of its contractual arrangements with Starbucks, with our sales force representing Kraft Foods and the Starbucks brands at retail.
- Continued outstanding performance is expected on Starbucks and will benefit Kraft Foods.

Lisa Marie Ford
Kraft Foods
Phone: 410-871-0789
lisa.ford@kraft.com





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