

EXHIBIT 10(c)

From: Fritz, John E
Sent: Wednesday, December 08, 2010 3:23 PM
To: Flaherty, Colleen F; Burns, David C; Magazine, Mark J; Conant, Ken; Rainey, Ralph R; Barry, Stan S
Subject: Fwd: Starbucks and Seattle Best Ground Coffee - Transition Announcement effective 3/1/2011- revised

Colleen FYI on Starbucks letter sent to Bi-Lo. Let us know if you need us to do anything. Thanks

Begin forwarded message:

From: "Rainey, Ralph R" <Randy.Rainey@kraft.com>
Date: December 8, 2010 2:42:59 PM EST
To: "Fritz, John E" <John.Fritz@kraft.com>
Cc: "Barry, Stan S" <Stan.Barry@kraft.com>
Subject: FW: Starbucks and Seattle Best Ground Coffee - Transition Announcement effective 3/1/2011- revised

John,

It appears that BILO has been contacted by Starbucks and has told them that Acosta will be their sales agent effective 3/1/2011. Please see the attached customer letter from Starbucks to BILO. Please advise as to what we need to do. As you know, we have plans already in place for the brand.

Randy Rainey

Kraft Foods

CBM

865-671-4030 office

865-803-2163 cell

865-671-4031 fax

e-mail Randy.Rainey@Kraft.com

From: Barry, Stan S
Sent: Wednesday, December 08, 2010 12:22 PM
To: Rainey, Ralph R
Subject: FW: Starbucks and Seattle Best Ground Coffee - Transition Announcement effective 3/1/2011

Randy,

This note is from the most recent Starbucks communication, so I am making you aware per the BU direction. Michelle Cannon has been contacted by Acosta (letter attached). I will let her know business as usual until further notice.

Thanks,

Stan

S

From: Michelle Cannon [<mailto:michelle.cannon@bi-lo.com>]
Sent: Wednesday, December 08, 2010 11:33 AM
To: Barry, Stan S
Subject: Fwd: Starbucks and Seattle Best Ground Coffee - Transition Announcement effective 3/1/2011

Are you aware? So, do we need to set up a transition meeting?

----- Forwarded message -----

From: Lisa Griffith <LGriffith@acosta.com>
Date: Wed, Dec 8, 2010 at 9:31 AM
Subject: Starbucks and Seattle Best Ground Coffee - Transition Announcement effective 3/1/2011

To: Michelle Cannon <Michelle.Cannon@bi-lo.com>
Cc: Carl Hillegeist <CHillegeist@acosta.com>, Amanda Komisin <AKomisin@acosta.com>

Michelle –

Effective March 1, 2011, Starbucks will assume direct distribution for Starbuck's and Seattle Best Ground Coffee Brands, replacing Kraft Foods. Acosta has been appointed the sales agent for these brands. Attached is the official letter document referencing to this transition.

I look forward to working with you on this business and will continue to update you on any new information in regards to this transition.

*Lisa Griffith
Business Manager
Acosta Sales & Marketing
Office:(864)284-2008
Fax:(864)284-2030*

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Michelle Cannon

Category Merchandiser

Beer, Wine, Coffee, Tea, Juice, PSD

208 BI-LO Blvd. Greenville, SC 29607

PO Box 99 Mauldin, SC 29662

michelle.cannon@bi-lo.com

864-286-2687 Office

864-286-2898 Fax



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