

# EXHIBIT 11

Budget Communication From Kraft to Starbucks

Detailed Advertising & Consumer Promotions Budgets (via Marketing)

Year	Proof of when materials were shared			
2008	<u>Q4 2008</u>			
	11/3/2008*			
	11/17/2008			
2009	12/23/2008			
	<u>Q1 2009</u>	<u>Q2 2009</u>	<u>Q3 2009</u>	<u>Q4 2009</u>
	2/6/2009*	4/17/2009	8/13/2009	10/16/2009
2010	3/26/2009		9/18/2009	11/20/2009
			12/18/2009	
	<u>Q1 2010</u>	<u>Q2 2010</u>	<u>Q3 2010</u>	<u>Q4 2010</u>
	2/18/2010	4/17/2010	7/9/2010*	10/4/2010*
		4/30/2010*		

\* Formal Quarterly Reviews with Starbucks

Updated Financial forecasts provided to Starbucks, by qtr (via Finance)  
Standardized P&L's including Trade and Advertising & Promotions (Qtrly)

2008	<u>Q4 2008</u>			
	10/1/2008			
	10/29/2008			
2009	11/19/2008			
	<u>Q1 2009</u>	<u>Q2 2009</u>	<u>Q3 2009</u>	<u>Q4 2009</u>
	1/30/2009	6/30/2009	7/2/2009	11/3/2009
2010	3/27/2009	6/1/2009	8/13/2009	
			9/3/2009	
			9/29/2009	
	<u>Q1 2010</u>	<u>Q2 2010</u>	<u>Q3 2010</u>	<u>Q4 2010</u>
	2/10/2010	5/19/2010	7/9/2010	11/17/2010
			7/20/2010	
			9/2/2010	
			9/21/2010	
			9/24/2010	