

# EXHIBIT 13

**No-Promo Lbs Price**

3-Outlet	West
\$ 9.24	\$ 11.25
\$ 11.50	\$ 11.84
\$ 13.30	\$ 13.59
\$ 4.66	\$ 4.78
\$ 5.04	\$ 5.05

Premium Coffee  
Starbucks  
Peets

Mainstream Coffee

Yuban TM

\* Over 92% of Yuban Volume is sold at a price point below \$6.50 per lbs

\*\* Mainstream Coffee yields differ from Premium due to roasting technology, making price per lbs a relevant measure

Source: AC Nielsen Scantrack YTD W/E 09/25/10