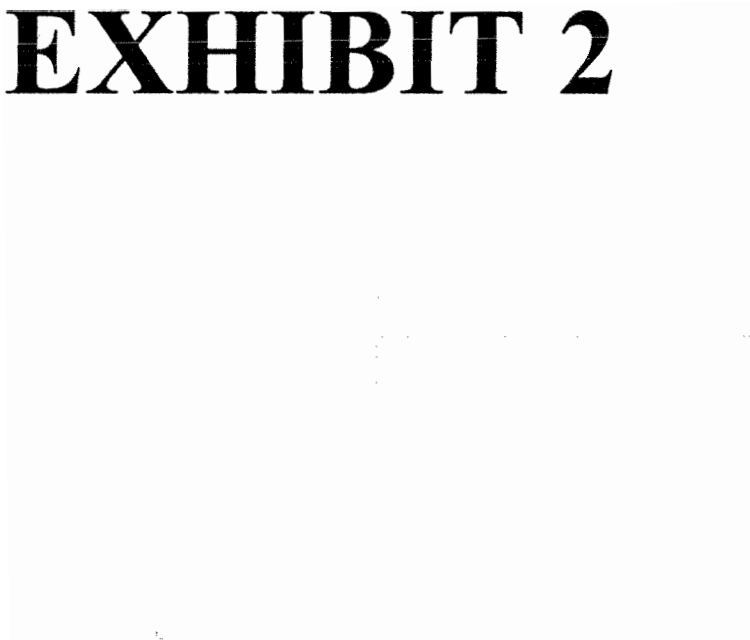


# EXHIBIT 2



**From:** Shames, Steven A.  
**Sent:** Wednesday, April 04, 2007 12:06 PM  
**To:** Shames, Steven A.; 'Mani Pandher'; Coleman, Abigail; Boniface, Maria; Gombos, Melinda; Lori Wagner; Hilaria Grato; Sisley, Amanda (Contractor); Jackson, Matthew; Pharr, Leesa M.; gajones@starbucks.com  
**Cc:** Mak, Margaret; Ricciardi, Vincent; Pannuti, Joan  
**Subject:** RE: SBUX Weekly Team Meeting (3-4:30 EST, 12-1:30 PST)

Status Report for our meeting today



Starbucks Project  
List 040407....

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**From:** Shames, Steven A.  
**Sent:** Tuesday, August 08, 2006 6:19 PM  
**To:** Shames, Steven A.; Bowles, Jennifer; 'Lisa Johnson (lisjohns@starbucks.com)'; 'Mani Pandher'; Coleman, Abigail; Boniface, Maria; Gombos, Melinda; Lori Wagner; Hilaria Grato; Sisley, Amanda (Contractor); Jackson, Matthew; Pharr, Leesa M.  
**Cc:** Mak, Margaret; Ricciardi, Vincent; Prchlik, Mike; Pannuti, Joan  
**Subject:** SBUX Weekly Team Meeting (3-4:30 EST, 12-1:30 PST)  
**When:** Wednesday, April 04, 2007 3:00 PM-4:30 PM (GMT-05:00) Eastern Time (US & Canada).  
**Where:** Conf Call: 866-231-9615 (Host: 361528, Part: 374390) Coffee Conference Room (TB2-3)

This meeting replaces the weekly CP meeting currently in place.

The purpose of this meeting is to have all team members together once a week to make decisions on key projects. We will provide updates as necessary, but the primary objective is to make decisions.

Process will be as follows:

- 1) Send all updates to Abby by close of business Monday each week
- 2) Abby will compile and issue to team on Tuesday
- 3) All team members responsible for reviewing ahead of meeting Wednesday

Mandatory attendees: Lisa, Mani, Steve, Abby, Maria  
All others are optional based on weekly topics





**STARBUCKS PACKAGED COFFEE**  
**Status Report for Team Meeting**

	<u>SBUX LEAD</u>	<u>KFT LEAD</u>	<u>NEXT STEPS</u>
<b>STRATEGY</b>			
2008 Marketing Plans	Gary	Steve	Develop calendar and timing for '08 plans
SBUX Brand Foundations	Gary	Steve	FCB sharing with Kraft 4/5; revise and expand team involvement
Overall Research Plan/Peet's Defense Strategy	Mani	Maria	Updated plan presented to Robert/Tricia on 4/4, gain alignment on overall research plan
Center Store Café	Larry	Steve	Tracker in development; issue to team
<b>ADVERTISING/ CP</b>			
Advertising	Tricia	Steve	Agency presented revisions; SBUX/KFT strat decision
Wet Sampling		Margaret	Provide recommendation on vendor by 4/6
<b>PRODUCTS/SHIPPERS</b>			
New SKUs (Mild & Half Caff)	Mani	Abby	Gain alignment on launch support
Black Apron Shipper	Mani	Abby	Follow up on Nielsen tracking
Limited Reserves	Mani	Abby	Sales samples, IMC plan devel and alignment
Base Shipper Redesign	Mani	Abby	Determine if Think Earlier or other direction (decision by 4/6, final artwork due 5/1)
Winter Blend	Suzanne	Maria	Creative timeline, follow-up on club tote, finalize sell story
<b>CLUB / MASS</b>			
Club 40oz Tote/Pallet Redesign	Eric	Maria	French – ship test results, new UPC? All other -- compress timeline, bag size & pallet config
Club 3 Pack R&G	Tricia	Maria	Finalize merchandising, monitor results
BJ's Mixed Mod	Paul	Maria	Production started, need new UPC, shipping 130 pallets on 5/14
Kirkland Proposal	Robyn C	Maria	Determine portfolio role, evaluate tactics
Multi-Pack	Eric	Maria	Finalize box design & pallet configuration, evaluate first round of creative, outline sales strategy
Sam's performance		Maria	Develop ideas to jumpstart business
WalMart/Target Strategy	Larry	Steve	Meet with Target on Essentials; monitor WMT perf
<b>SBUX CROSS FUNCTIONAL</b>			
Innovation	Tricia		
Freshness Bag Redesign	Tricia		
<b>OTHER</b>			
Tassimo	Mani		
Attitude & Usage Study		Melinda	Meeting scheduled for 4/12
Situation Assessment		Melinda	Provide updates and follow up from working meeting



Starbucks Project Updates

Advertising	Lead	Co-Lead	Next Steps	Who	Due Date	Status	Notes
Print	Steve	Gary	Final print approval	Steve	5-Feb		
Media	Steve	Gary	Final media plan approval	Brett	6-Feb		March approved
Online	Brett	Gary	Determine microsite hosting	Brett	1-Feb		
			Finalize URL	Brett	11-Feb		waiting on timeline - SOW still not signed
			Final banner approval	Brett	6-Feb		waiting on timeline - SOW still not signed
			Final microsite approval	Monique	6-Feb		
PR "Big Idea" Development	Gary	Brett	Edelman presentation (Version 2)	Gary	6-Feb		
			Agree on next steps and funding				
<b>Dunkin Defense</b>	<b>Lead</b>	<b>Co-Lead</b>	<b>Next Steps</b>	<b>Who</b>	<b>Due Date</b>	<b>Status</b>	<b>Notes</b>
Starbucks Response Plan	Mani	Brett	Gary and Steve to align on next steps	Gary	6-Feb		
<b>Hero Staus</b>	<b>Lead</b>	<b>Co-Lead</b>	<b>Next Steps</b>	<b>Who</b>	<b>Due Date</b>	<b>Status</b>	<b>Notes</b>
Seasonal - Summer Shipper	Monique	Brett	Complete sell sheet	Brett	early Feb		
			Develop Creative Brief for Summer Shipper	Brett	18-Feb		Approval of Base before move to Summer. Briefing Guild 3.7.08
			Updated volume estimate for rolstock order	Brett	18-Feb		Initial estimate 150K (rollstock order 2/25, final volumes 4/1)
Seasonal - Winter Shipper	Monique	Brett	Approval on Brief, job start and TIGA from Wendy/Robert	Monique	31-Jan		Robert feedback outstanding. Job Start submitted
			Present winter launch plan	Monique	20-Feb		
			Present deck on Club 40 oz and pallet options	Monique	5-Feb		
2.5 oz Sampling	Monique	Brett	Get forecast for 4 stus	Brett	15-Feb		200K in forecast, final forecast due 2/15
			First round Mailing Carton creative	Brett	8-Feb		
			First round Sample Brochure creative	Brett	8-Feb		
Base Shipper	Brett	Monique	Approval on second round creative	Brett	4-Feb		
			Initial illustrator layout	Brett	11-Feb		
			Final round layouts	Brett	18-Feb		
Consistent Brew	Mani	Brett	Final creative approval	Mani	6-Feb		
			Final store list and program cost	Mani	11-Feb		
<b>New Products</b>	<b>Lead</b>	<b>Co-Lead</b>	<b>Next Steps</b>	<b>Who</b>	<b>Date</b>	<b>Status</b>	<b>Notes</b>
Milano	Gary		Provide team with status update	Gary	28-Feb		
Project Meridian	Gary		Provide team recommendation	Gary	28-Feb		
Napoleon/Pez	Gary		Present to Wendy	Gary	6-Feb		
<b>Top Customers</b>	<b>Lead</b>	<b>Co-Lead</b>	<b>Next Steps</b>	<b>Who</b>	<b>Date</b>	<b>Status</b>	<b>Notes</b>
Kroger	Gary		Follow up meeting prep - Cincinnati	Larry	13-Feb		
Meijer	Gary		Follow up meeting prep - Seattle	Larry	5-Feb		
Sami's	Gary	Glen	Check in next step list	Glen	6-Feb		
			Validate mixed mod ship test plan with SCO	Mani	6-Feb		
			Schedule follow up meeting	Glen	28-Feb		
Costco	Mani	Glen	Check in on next steps list	Mani	6-Feb		
			Schedule follow up meeting	Jon	28-Feb		
<b>Ongoing Program Support</b>	<b>Lead</b>	<b>Co-Lead</b>	<b>Next Steps</b>	<b>Who</b>	<b>Due Date</b>	<b>Status</b>	<b>Notes</b>
Limited Reserve	Monique	Brett	Release Phase 2 press release	Monique	20-Feb		
			Final approval on 2008 support	Monique	29-Jan		Funding TBD in budget meeting
New Item Status	Brett	Monique	Run analysis on all 5 new items within PRM segment and markets/customers with distribution; recommend next steps	Brett	3-Dec		
<b>Miscellaneous</b>	<b>Lead</b>	<b>Co-Lead</b>	<b>Next Steps</b>	<b>Who</b>	<b>Due Date</b>	<b>Status</b>	<b>Notes</b>
2008 Budget	Brett	Gary	Meeting to review 2008 budget and outstanding spend items	Brett	8-Feb		
Immersion Meeting	Mani		Develop agenda and logistics	Mani	31-Jan		LR Support/Dunkin Defense/Consistent Brew/Summer Shipper/PR
<b>Working Meeting Follow-Ups</b>	<b>Lead</b>	<b>Co-Lead</b>	<b>Next Steps</b>	<b>Who</b>	<b>Due Date</b>	<b>Status</b>	<b>Notes</b>
Research			Peet's Market Performance "old" versus "new"	Brett	7-Dec		
			PRM coffee sku velocity ranking	Brett	7-Dec		
			EOC volume by account and market	Brett	7-Dec		
			X player story	Meilinda	15-Jan		

Tessimo	Lead	Co-Lead	Next Steps	Who	Due Date	Status	Notes
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Production	Mani		Develop long term solution for super sack degassing	Mani	25-Jan		Awaiting test results
2008 Marketing Plans	Mani		Agreement on Marketing strategy/spending for 2008	Mani	18-Jan		Complete; meeting took place; initial alignment





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**From:** Davis, Sivonne M  
**Sent:** Monday, November 23, 2009 5:14 PM  
**To:** Monique Heineman; Gary Jones; Mani Pandher; michele.waits@starbucks.com; Leigh Bris; Kilraine Tobin, Lynn; lwagner@starbucks.com  
**Cc:** Glancy, Kristine A; Kroo, Joshua A; Maloy, Sarah M; Nanos, Christine M; Robinson, Luisa I  
**Subject:** RE: KRAFT Hot List for 11am PT/2pm EST  
**Importance:** High

Below are follow-ups that relate back to Hot List topics from today's meeting. I added Lynne Kilraine and Lori Aziz given there are some follow-ups they are leading. Please post if there are revisions to below and/or new items that we didn't get to discuss.

Hot List Topics with meaningful comments:

- 5oz programming -- KFT to forward awareness building ideas to SBUX (see attached) and potential budget implications (once we have costed these ideas out)
- X-Channel --
  - For March, Joint FSI is NOT going forward as retail not interested. KFT will look @ other vehicles to address customer and nat'l programming needs.
  - Team to collectively push for inclusion into a coupon book/newsletter or other way to get CPG into Café consumers hands that benefits both parties (Go/No Go by 12/15/09)
- Pallet Optimization -- Gary is scheduling meeting now for w/o 12/7 for SBX internal review
- AOP 2010 repacing/changes -- Lori Aziz and Lynn Kilraine should review together
- Project Train -- target w/o 11/30 to share with Greg P & Lori A.
  - A build on this: Project Team to determine if and when to share with T. Barr & T. Prather
- 12/14 Customer Meeting -- Only SBX asks were to share 1) MVM performance of 2009 vs 2008 incl profitability/incrementality 2) provide any updates on paybacks that show 70% PB is right.
- WMT & Sam's top to top meetings -- Gary will post back on KFT participation in these meetings
- Walden Feedback -- Mani, feedback on new packaging was sent. I am confirming the Sales needs now and will send under separate cover

Outstandings:

- SBC & Wine -- For similar reasons as SBUX and alcohol partnerships, SBUX not comfortable pursuing on SBC
- Sam's & Simple Steps -- Gary to confirm approval and limitations of by 11/24. Current thinking is that logo will not go on packaging but could go on tray
- Terracycle -- status all WIP, Michele will send update this week on the nuances of relationship
- Digital regroup with SBUX -- tentatively 12/2 @ 3p ET, KFT to confirm attendees

Other Topics discussed in meeting/not on list:

- AOP reconnect -- Lynn K & Lori Aziz need to connect on AOP gap drivers and collective team needs to regroup on solves (incl share gain related solves)

- Packaging Writeoffs -- SBUX approved \$140M (Monique, is this correct amount?) in writeoffs for 5oz packaging related to removal of "new" messaging. KFT asks that while we make effort to address legal request that we not have high writeoffs (as neither the 2009 or 2010 budgets can cover). Given low ACV levels, KFT & SBUX to each connect with legal to understand exact requirements related to "new"

Thanks,  
Sivonne



5 oz Plus up  
Ideas.ppt

**Sivonne Davis**  
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e: [sivonne.davis@kraft.com](mailto:sivonne.davis@kraft.com)

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**From:** Davis, Sivonne M  
**Sent:** Monday, November 23, 2009 1:50 PM  
**To:** Monique Heineman; 'Gary Jones'; Mani Pandher; michele.waits@starbucks.com; Leigh Bris  
**Cc:** Glancy, Kristine A; Kroo, Joshua A; Maloy, Sarah M; Nanos, Christine M; Robinson, Luisa I  
**Subject:** KRAFT Hot List for 11am PT/2pm EST  
**Importance:** High

Hi Guys, As discussed, each week we were going to send over our "hot lists" for the week. It's a short week, but a full list for us, with certainty that many of these items will flow into w/o 11/30.

Please forward your list before our meeting so we can have handy for discussion.

Hot List for w/o 11/23:

- 1 - Buzz Agent proposal and full team alignment to pursue (Josh)
- 2 - Media Plans: Q1 & All You Magazine (Sivonne)
- 3 - X-Channel Programs for Q1 (Sivonne/Josh)
- 4 - 5oz programming (Luisa)
- 5 - 2010 spending (A/C/O) - Base & Walden trial driving tactics (sivonne/Christine)
- 6 - Pallet Optimization – cost guidelines KFT to SBUX (Josh/Lori Aziz), set-up meeting this week for w/o 12/7 on tray review for SBUX internal (Gary)
- 7 - Digital 2010 media plan first round (Josh)
- 8 - December Month Financial Update (Luisa)
- 9 - Quarterly Repacing for 2010 (Luisa)
- 10 - Project Train deck update (Sarah/Luisa)
- 11 - Progress SBUX Shippers (Christine)
- 12 - 12/14 Customer Discussion (Kristine) - KG sent a proposal (1st week of Nov) for topics/format of review and proceeding against proposal
- 13 - 1-pagers for WMT & Sam's per MCM (Kristine). Need SBUX to confirm Kraft's participation (Gary)
- 14 - Review Walden Creative forward to Mani (Sivonne/Lori/Luisa)

Outstanding Follow-ups:

- 1 - 12/8 Safeway Mtg - need approval on SBC & Wine (Gary to KG)
- 2 - w/o 11/30 Sam's Regroup - need confirmation of Simple Steps on packaging (Gary to KG)
- 3 - SBUX Update on Terracycle to KFT (Michele to Josh)

4 - Meeting with SBUX Digital (Michele to Josh)

Thanks,  
Sivonne

**Sivonne Davis**

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e: [sivonne.davis@kraft.com](mailto:sivonne.davis@kraft.com)



**From:** Davis, Sivonne M  
**Sent:** Monday, March 08, 2010 2:01 PM  
**To:** Kroo, Joshua A; Robinson, Luisa I; Glancy, Kristine A; Nanos, Christine M; Bowles, Jennifer A; Bates, Helene; Monique Heineman; 'Leigh Bris'; Michele Waits (Michele.waits@starbucks.com); Mani Pandher; Hall, Karyn D  
**Cc:** 'Michele Waits'; Del Pino, Carlos; 'Stuart Johnson'  
**Subject:** RE: New & Improved Weekly Starbucks Team Meeting (2-3 EST / 11-12 PST)

Hi All -- Here is the NY team's key discussion items for our team meeting. Given the shortened time, would suggest we post on status quickly and reserve more detailed discussions for the smaller team leading project.

H1 Key Follow-ups for the week (owners in parens with lead listed first):

- 1 - Banners from BBDO (BBDO owns sending to brand)
- 2 - SBX Digital Assets status (Leigh?)
- 3 - PPR Update to Field on Retail-Café activity (Luisa/Monique)
- 4 - Happy Hour (June) program status (Monique/Josh)
- 5 - Gift Card program status (Monique/Luisa)

H2 Key Follow-ups for the week:

- 6 - Time Inc - SBX confirmed alignment to pursue partnership (Michele)
- 7 - Holiday Program Status (Stuart/Luisa)
- 8 - H2 Field Sales Posting due (Sivonne to send to SBX for feedback by EOD 3/8)

Other things happening (FYI Only):

- \* Walden Briefings: a) Time Inc b) MediaVest and c) CP agencies
- \* 2010 offline budget updated
- \* Agenda for time together 3/30 & 3/31 in Tarrytown being put together, if you have topics, please forward to Sivonne

**Sivonne Davis**

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**From:** Giordano, Maria A **On Behalf Of** Davis, Sivonne M  
**Sent:** Monday, November 16, 2009 11:31 AM  
**To:** Davis, Sivonne M; Kroo, Joshua A; Robinson, Luisa I; Glancy, Kristine A; Nanos, Christine M; Bowles, Jennifer A; Bates, Helene; 'Gary Jones'; Monique Heineman; 'Leigh Bris'; Michele Waits (Michele.waits@starbucks.com); Mani Pandher; Hall, Karyn D  
**Cc:** 'Michele Waits'; Del Pino, Carlos; Stuart Johnson  
**Subject:** New & Improved Weekly Starbucks Team Meeting (2-3 EST / 11-12 PST)  
**When:** Monday, March 08, 2010 2:30 PM-3:00 PM (GMT-05:00) Eastern Time (US & Canada).  
**Where:** c/r K; Dial#: 877-214-6371; Code: 112807; Sivonne-Host: 195421

**Team meetings are Mondays, 2-3 EST / 11-12 PST**

