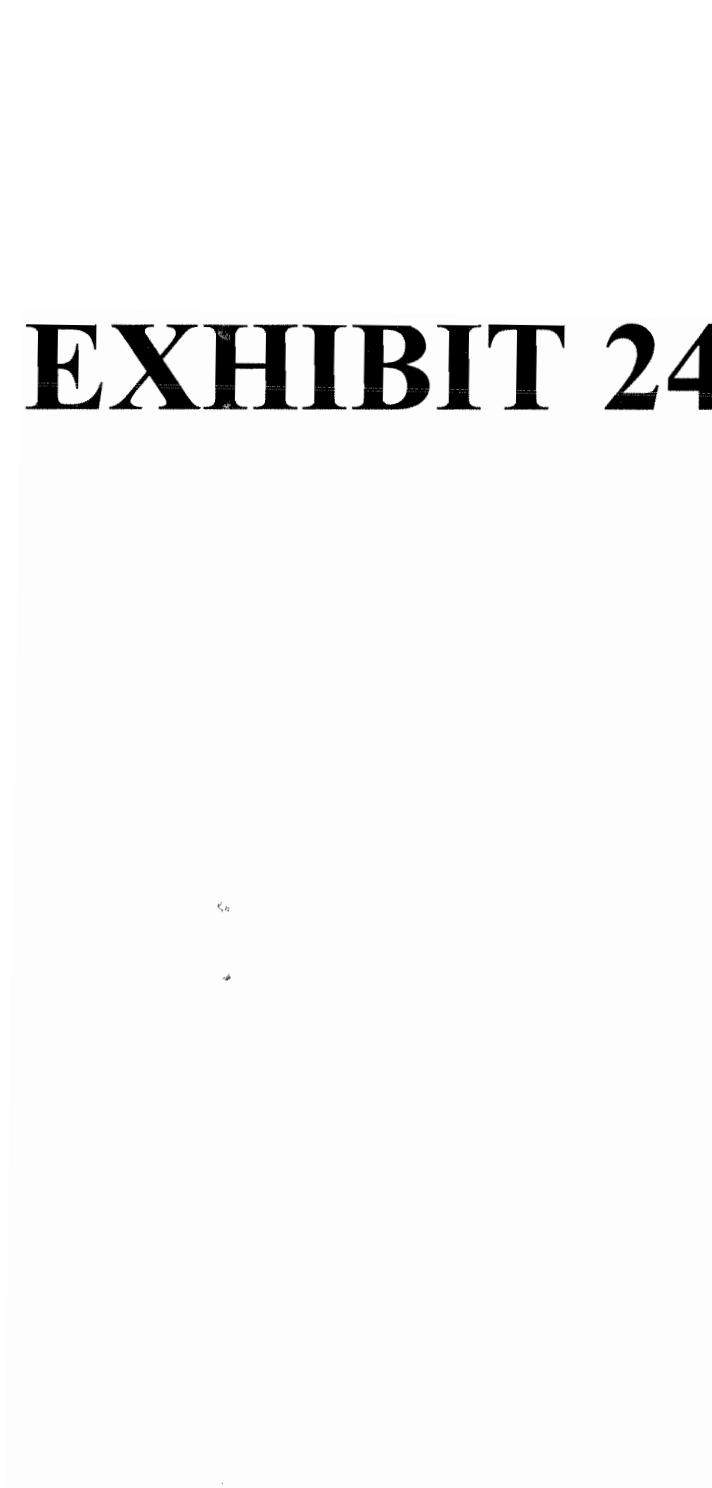


EXHIBIT 24





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