

EXHIBIT 3

-----Original Message-----

From: Johnson, Robert N
Sent: Wednesday, August 12, 2009 12:53 PM
To: Shane, Deb A; Kimpe, Jennifer A; Coccimiglio, Richard L; Cho, Willis K
Cc: Eckman, Chuck C; Shiflett, Steve D; Ehmen, Tom D; Collison, Rebecca C
Subject: FW: Safeway BCA program (Starbucks)
Importance: High

All--

We're a go!!!! No changes to the BCA PRD. Let's move forward as is!
Exhale.

Rich & Jennifer--

We'll have to make certain that Starbucks isn't included in the copy clustered with Kraft items. Rich, note that we can still have an ad but not with the BCA featured products. Just a standard Ad box.

Robert N. Johnson
Kraft Foods
Senior Customer Business Manager- Bev./Groc.
[Safeway National Team]
477 N. Canyon Parkway
Livermore, CA 94551
Ofc: 925.454.4716
Cell: 630.841.0216

"How you handle "NO" determines how far you "GO !!!"
---- Acommon1 Private Travel Author ----- Rob J>

-----Original Message-----

From: Johnson, Robert N
Sent: Wednesday, August 12, 2009 12:48 PM
To: Prchlik, Mike D; Johnson, Darryl P
Cc: Coccimiglio, Richard L
Subject: RE: Safeway BCA program
Importance: High

Got it. we'll make this happen. Thanks.

Robert N. Johnson
Kraft Foods
Senior Customer Business Manager- Bev./Groc.
[Safeway National Team]
477 N. Canyon Parkway
Livermore, CA 94551
Ofc: 925.454.4716
Cell: 630.841.0216

"How you handle "NO" determines how far you "GO !!!"
---- Acommon1 Private Travel Author ----- Rob J>

-----Original Message-----

From: Prchlik, Mike D
Sent: Wednesday, August 12, 2009 12:29 PM

FW Safeway BCA program (Starbucks).txt

To: Johnson, Darryl P; Johnson, Robert N
Cc: Coccimiglio, Richard L
Subject: RE: Safeway BCA program

Clarification....

Okay to be in the ad, just not in a Kraft family brand ad

-----Original Message-----

From: Johnson, Darryl P
Sent: Wednesday, August 12, 2009 3:08 PM
To: Johnson, Robert N
Cc: Prchlik, Mike D; Coccimiglio, Richard L
Subject: FW: Safeway BCA program

Rob

We have Starbucks approval for the display but please keep Starbucks out of the ad.

Please confirm Starbucks will not be a part of the ad.

Know take your number back up!

Thanks

-----Original Message-----

From: Glancy, Kristine A
Sent: Wednesday, August 12, 2009 3:00 PM
To: Johnson, Darryl P; Prchlik, Mike D
Subject: FW: Safeway BCA program

FYI - Can we control this???????

-----Original Message-----

From: Larry Cronin [mailto:lcronin@starbucks.com]
Sent: Wednesday, August 12, 2009 2:47 PM
To: Glancy, Kristine A
Subject: RE: Safeway BCA program

As long as we are not in the ad and are just on the display i am ok

From: Kristine.Glancy@kraft.com <Kristine.Glancy@kraft.com>
Sent: Wednesday, August 12, 2009 10:29 AM
To: Larry Cronin <lcronin@starbucks.com>
Cc: Michele Waits <mwaits@starbucks.com>; DPJohnson@kraft.com <DPJohnson@kraft.com>; Mike.Prchlik@kraft.com <Mike.Prchlik@kraft.com>
Subject: Safeway BCA program

Larry -

I wanted to touch base with you in Michele's absence today to see if we have the go-ahead on the Safeway BCA program. The request to include SBUX is actually coming from the Safeway Exec's, and they are willing to take the SBUX image off of the header, as well as take off any mention of Kraft to have SBUX included. The team was given incremental funding from Kraft Corp to fund this event in October in all Safeway stores.

We need to get back to the team ASAP.

Thanks for your support.
Kristine

FW Safeway BCA program (Starbucks).txt

Kristine Glancy
Brand Manager - Premium Coffee & Tea
914-425-4051 (p)
914-425-4365 (f)