

# EXHIBIT 4

**From:** Leigh Bris [lbris@starbucks.com]  
**Sent:** Friday, January 15, 2010 8:27 PM  
**To:** Bowles, Jennifer A  
**Cc:** Robinson, Luisa I  
**Subject:** RE: Kroger 3.7.10 LWN - Creative Approval Requested  
Hi Jennifer,

I finally got this in front of Michele. We are comfortable with the program and would like the "Our Smoothest Coffee Yet" line.

Thanks!

Leigh Bris | ☎ - 206.318.6878

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**From:** jennifer.bowles@KRAFT.COM [mailto:jennifer.bowles@KRAFT.COM]  
**Sent:** Friday, January 15, 2010 7:25 AM  
**To:** Leigh Bris  
**Cc:** Luisa.Robinson@kraft.com  
**Subject:** FW: Kroger 3.7.10 LWN - Creative Approval Requested  
**Importance:** High

Hi Leigh- as part of our efforts behind Pikes Place Roast in Q1, we are participating in the Kroger Look What's New Program. Attached for your review is a multi-branded "New Item" Solo Insert that will be inserted into Newspapers. You will see both a previously completed piece for reference and the Q1 layout with Starbucks coupon/brand callout. In terms of the brand callout area, do you want to move forward with the headline they proposed (i.e. "Its not just coffee. Its Starbucks")? Another option might be "Our Smoothest Coffee Yet" with "Starbucks Pike Place(R) Roast" at the bottom. As you can see, they use a standard font for all brands in the callout/messaging area. Pls. provide your thoughts on this today.

Thank you!

**Jennifer Bowles**  
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Starbucks, Seattles Best, Tazo  
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