

EXHIBIT 5

From: Davis, Sivonne M
Sent: Thursday, April 22, 2010 9:13 AM
To: Michele Waits
Subject: HELP

Hi Michele - Reaching out in hopes you can help my team with the below. Monique is awesome in asking the questions on program specifics and in the executional support of a program, however, of late, her questions/requests have made people feel as if she is gathering information to determine if an already approved program should be approved.

A great example of this is Publix programming (see below). All of 2010 programming was approved by Greg last Fall and was presented to Publix at the end of last year. Thus, at this stage, our teams should be focused on the execution. We all learn a lot from Monique in the key watchouts in protecting the brand, however, the program was approved yet it seemed we are revisiting that decision.

However, there may be a concern for which we are unaware. If this is the case, can I ask that we regroup and include whomever proposed/approved the program - in the Publix case Mike Prchlik and Greg? It is not an efficient use of the team's time to proceed in this manner.

When you are in, can you give me a call?

Thanks,
Sivonne

Sivonne Davis
Senior Brand Manager, Starbucks
Kraft Foods, Beverage Sector
p: 914-425-4459 / f: 914-425-4488
e: sivonne.davis@kraft.com

From: Monique Heineman [mailto:MHeinema@starbucks.com]
Sent: Wednesday, April 21, 2010 4:03 PM
To: Robinson, Luisa I
Cc: Bowles, Jennifer A; Glancy, Kristine A; Davis, Sivonne M; Michele Waits
Subject: RE: Thursday EOD: Publix Cooking with Kraft.com Digital Coupons

Can you help me understand how people get to the site? How do they know about Cooking with Kraft? I'm trying to understand how this website fits into context of a program with Publix.

I need to understand the context of the program before I can approve the creative. With the Starbucks brand, the context matters just as much as the specific execution. I know you live and breathe this too, and I am trying to get up to speed on how this program fully works.

Thanks,
Monique

From: Luisa.Robinson@kraft.com [mailto:Luisa.Robinson@kraft.com]
Sent: Wednesday, April 21, 2010 12:56 PM
To: Monique Heineman
Cc: jennifer.bowles@KRAFT.COM; Kristine.Glancy@kraft.com; sivonne.davis@kraft.com
Subject: RE: Thursday EOD: Publix Cooking with Kraft.com Digital Coupons

Monique,

Yes, please provide legal feedback. The first round is due to at the end of Thursday, we expect to have 2nd/final round some time late next week which we will forward to you.

Program details

Timing of Program: This is for the July execution, there are also October and December executions pending
Creative: Please see original attachment I sent to you, that lays out what the creative will look like and where it will be seen on the website. There are no additional creative components

Circ & Redemptions: We can provide you with estimated circulation and redemption, but this may take a couple of days.

Thank you.

Luisa Robinson

Sr. Associate Brand Manager- Starbucks

Tel: (914) 425-6546

Fax: (914) 425-4488

From: Monique Heineman [mailto:MHeinema@starbucks.com]
Sent: Wednesday, April 21, 2010 2:24 PM
To: Robinson, Luisa I
Cc: Bowles, Jennifer A
Subject: RE: Thursday EOD: Publix Cooking with Kraft.com Digital Coupons

Do you need me to get Legal feedback now too? Can you provide a long-look schedule so I have an idea of next steps?

Please provide me with the program details too – what does the Publix Cooking with Kraft.com program look like? Can you send me an example of the full elements?

From: Luisa.Robinson@kraft.com [mailto:Luisa.Robinson@kraft.com]
Sent: Wednesday, April 21, 2010 10:08 AM
To: Monique Heineman
Cc: jennifer.bowles@KRAFT.COM
Subject: RE: Thursday EOD: Publix Cooking with Kraft.com Digital Coupons

Monique,

Sivonne will be sending an email out to Greg reminding him of the details surrounding this program, but given our creative constraints, I'm sending out to you for feedback.

Thank you

Luisa Robinson

Sr. Associate Brand Manager- Starbucks

Tel: (914) 425-6546

Fax: (914) 425-4488

From: Robinson, Luisa I
Sent: Wednesday, April 21, 2010 1:01 PM
To: 'Monique Heineman'

Cc: Bowles, Jennifer A

Subject: Thursday EOD: Publix Cooking with Kraft.com Digital Coupons

Importance: High

Per the Publix/Starbucks 2010 customer meeting, we aligned with Publix to participate in the Publix Cooking with Kraft.com website and digital coupon program. This program is happening in July, October and December. The attached is for the July execution, October and December executions will likely be around Starbucks Natural Fusions. The first page for each brand shows 2 layouts (Homepage Right Tile and Savings Tile). The 2 pages that follow for each brand show the communication within the context of the web pages. The last page shows the coupons themselves. We would like to have feedback by **Thursday EOD**.

STARBUCKS RECOMMENDED CHANGES

- Homepage Right Tile-
 - Only show 1 package of PPR.
 - Change offer copy to "12 oz. or 20 oz". If you want to include 11 oz too, I would change this to read "11 oz or larger (excluding 16 oz.)"
 - Remove "Yet" from "Try Pike Place Roast, Our Smoothest Coffee"
 - Add outside border to create more premium feel
- Savings Tile-
 - Change offer copy to "12 oz. or 20 oz". If you want to include 11 oz too, I would change this to read "11 oz or larger (excluding 16 oz.)"
 - Add outside border to create more premium feel
- Coupons-
 - Make House Blend and PPR packages the same size.
 - Add a (R) after Starbucks.
 - Update offer language to match Homepage/Savings Tile language.

Thank you,

Luisa