

EXHIBIT 1

Kraft Coffee & Tea 2010 Review

Fred Meyer
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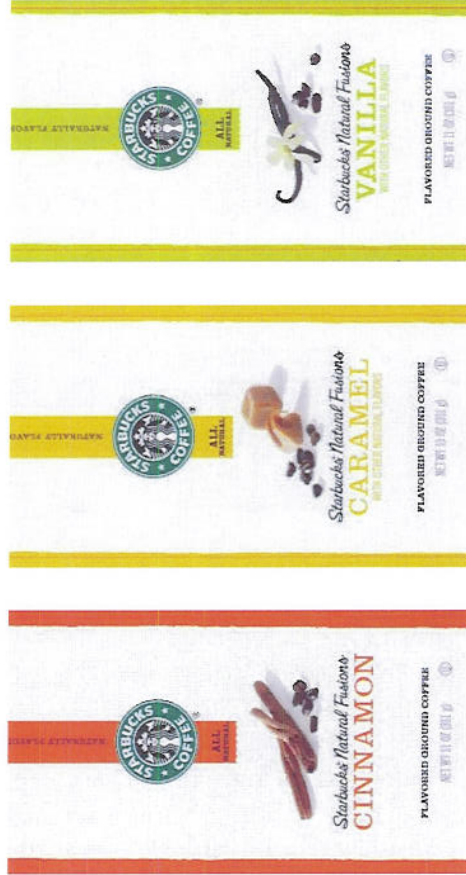
**Maxwell
House**



Starbucks Natural Fusions Key Details



Starbucks® Natural Fusions



Vanilla, Cinnamon and Caramel are 3 of the top 5 flavored syrups used in cafes!

Flavored coffee segment is REDACTED MM in 2009 in 3-O and growing

In the East area, the Premium Flavored segment grew REDACTED from '07 – '08

REDACTED

Increase \$ ring by trading consumers up to a higher quality premium coffee

REDACTED

Starbucks Consumers are Flavor Positive

REDACTED

High consumer interest and engagement

REDACTED

Key Details

- All Natural – no artificial ingredients
- 3 Skus: Vanilla, Cinnamon & Caramel
- Trade Release: May 2010
- Package Size: 11 oz
- Line-priced with 12oz