

EXHIBIT 8

From: Acker, Lori B
Sent: Tuesday, June 15, 2010 10:21 AM
To: Greg Price; Hall, Karyn D; Michele Waits; Monique Heineman; Leigh Bris; Mani Pandher
Cc: Davis, Sivonne M; Coleman, Abby R
Subject: RE: Brand Health Tracker Report

Hi Greg,

You have gotten this information before from Sarah. In fact, we had to go to Sarah to figure out how to remove Maxwell House and Gevalia information from the report like she did last year since we always remove info about those brands. I think the difference is that Sarah would give both of us the summary pages (I think as part of situation assessment) and Karyn decided to send the whole report. You know my motto is one team and we share everything so there is no research we are holding back. Karyn has also been great about making sure that your team is deeply involved in anything we field. Here is a topline list from Karyn of paid research projects from this year:

- Fusions HUT & Chatterbox
- Fusions Print testing
- SBC pkg qual
- SBC HUT
- SBC PRS test – not fielded
- IRI Audit - wave 1 complete, wave 2 in September

Still planned for the year is a Fusions trial study and consumer shopper study – plans still TBD, qual/quant for any new item or other innovation work for Starbucks, and any IMC related research that is needed. There will also be some shopper research from Kristine to help us with customer plans. Let us know if any questions.

Thanks,
Lori

From: Greg Price [mailto:gprice@starbucks.com]
Sent: Thursday, June 10, 2010 6:52 PM
To: Hall, Karyn D; Michele Waits; Monique Heineman; Leigh Bris; Mani Pandher
Cc: Acker, Lori B; Davis, Sivonne M; Coleman, Abby R
Subject: RE: Brand Health Tracker Report

Karyn,

Thank you. This is very interesting!

Question. Unless my memory is failing me (which it has been known to do on rare occasions), I've never seen this research before, but it appears there were 3 other waves? I am wondering if there is other SBUX research we are not aware of.

Is it possible to get a list of everything that's been done in the last year and/or is slotted to come in on SBUX and SBC to make sure we are not missing anything else?

Thanks,

Greg

From: karyn.hall@kraft.com [mailto:karyn.hall@kraft.com]
Sent: Friday, May 07, 2010 11:28 AM
To: Greg Price; Michele Waits; Monique Heineman; Leigh Bris; Mani Pandher
Cc: lacker@Kraft.com; sivonne.davis@kraft.com; Abigail.Coleman@kraft.com
Subject: Brand Health Tracker Report

Starbucks Team,

Attached is the Brand Health Tracker report that was referenced in our situation assessment discussion. This is our regular tracker for brand and ad awareness as well as brand health measures for our brands and competition. The report is conducted in waves throughout the year and we will have an update to this report in a few months. Please reach out with any questions!

Thanks,
Karyn

EXHIBIT 9

EXHIBIT 9(a)

From: Greg Price [gprice@starbucks.com]
Sent: Thursday, May 27, 2010 7:59 PM
To: Acker, Lori B
Subject: FW: Thank You

FYI...

Greg

From: Greg Price
Sent: Wednesday, May 26, 2010 7:53 PM
To: dilsner@kraft.com
Subject: Thank You

Deanie,

Thank you for a great meeting today.

You had great insights, asked great questions, and helped set a great tone for our partnership moving forward, and I think the team left today's discussion jazzed and excited about the road ahead. Also, I really enjoyed the chance to get to know you a little bit better at dinner, and look forward to working with you.

You've got a great team and I especially want to call out Lori who has been on the "sharp end" during a time of major business challenges, but has remained throughout smart, passionate, focused and committed.

That's it for now. Welcome, thanks, and onward together.

Greg

EXHIBIT 9(b)

Thank you!.txt

From: Michele waits [mwaits@starbucks.com]
Sent: Thursday, January 07, 2010 8:17 AM
To: Davis, Sivonne M
Cc: Acker, Lori B
Subject: Thank you!

Hi SD,
Sorry that I missed you last night. I hope you're getting some rest and recuperating.

Thank you very much for organizing and facilitating our sessions yesterday. We've got lots of work to do, but I feel like we have some solid ideas which, hopefully, will help us to improve the near and long-term health of the business.

Just so you know-you have a big fan in Greg. He often comments on his respect for you and was very pleased to hear that we had such a productive session, thanks in large part to you efforts.

I'm sure we'll talk soon. Take care of yourself!

Best ,
MW

Sent from my Windows Mobile® phone.

EXHIBIT 9(c)

From: Michele Waits [mwaits@starbucks.com]
Sent: Monday, November 03, 2008 10:32 PM
To: Davis, Sivonne M
Subject: RE: 2009 Starbucks Plan Details

Hi SD,

I am fine with your reco as is.

Are we committing to the list or to the media spend? Both? I am comfortable committing to the list, but not the \$ for the reason we've discussed (getting Gerry's alignment).

And thanks for 1) taking the time to review the current '09 budget and plans and 2) for pulling it together so quickly! You have been on the brand such a short time and are already making a big impact. There was lots of positive feedback about you from the West Coast – hopefully you felt good karma coming from the phone.

We'll talk tomorrow AM.

Thanks!

MW

From: sivonne.davis@kraft.com [mailto:sivonne.davis@kraft.com]
Sent: Monday, November 03, 2008 4:19 PM
To: Michele Waits; Gary Jones
Cc: Brett.Hartmann@kraft.com
Subject: RE: 2009 Starbucks Plan Details
Importance: High

Hi Michele/Gary,

Good conversation earlier!! Thanks for the time.

Please see the below, Virginia is referring to the attached contender list (version attached has my edits on it).

Michele, this is the list that I left you last week with my "no go" comments. I'm going to give them the list with the "no go" publications noted on it (per the attached version with my edits) as I know they are anxious and in fairness, we owe them a response.

With the time difference, I think I can ask them to hold one more day, so that you can confirm. We need to post back tomorrow morning (no later than noon).

Please advise.

Thanks,

Sivonne Davis

Senior Brand Manager, Starbucks
Kraft Foods, Beverage Sector
p: 914-425-4459 / f: 914-425-4038
e: sivonne.davis@kraft.com

From: Virginia Carey [mailto:virginia.carey@mediavestww.com]
Sent: Monday, November 03, 2008 5:40 PM
To: Davis, Sivonne M
Cc: arielle.wolovnick@mediavestww.com; Hartmann, Brett R; gajones@starbucks.com; Laux Burstiner, Melissa; mwaits@starbucks.com; Cara Aloisio
Subject: RE: 2009 Starbucks Plan Details

Hi Sivonne.

Can you let us know if you have feedback on the contender's list? The print team is eager to get started with the plans.

Thanks so much.

Virginia

Virginia Carey | VP, Connections Associate Director
virginia.carey@mediavestww.com
Tel: 212-468-3191
Fax: 212-468-4389



<sivonne.davis@kraft.com>

10/29/2008 09:07 PM

To <megan.hailey@mediavestww.com>, <Brett.Hartmann@kraft.com>
cc <virginia.carey@mediavestww.com>, <arielle.wolovnick@mediavestww.com>, <Melissa.Laux@kraft.com>, <mwaits@starbucks.com>, <gajones@starbucks.com>
Subject RE: 2009 Starbucks Plan Details

Hi Arielle,

Per my earlier message today, wanted to connect on the brief that you provided. I've had a chance to speak with both Michele and Melissa Laux, this is in a great state! Thank you!!

My main points of feedback for the brief are as follows -- you can just send a new brief as an FYI:

- 1) The handle on the campaign is all about Starbucks being "worth it" which is a bit different than "value" as it embodies so much more than just price. So, as your team thinks about the role of a partnership, please keep that in mind
- 2) After reviewing, we decided that the plan should go forward and show the full \$4MM in H1. We can always shift that should something come up that needs addressing.
- 3) In the positioning requests section, please make sure to prioritize the order of the types of pubs to be: Women's Lifestyle, Entertainment, Travel then Financial versus current order
- 4) I am assuming that as E-BCAs are due on 10/31 and we are just now able to post back, that we will submit late

Lastly, please note that for the contender list that I am sharing with Seattle for their feedback and we will bounce back tomorrow with changes.

Best,
Sivonne

Sivonne Davis

Senior Brand Manager, Starbucks
 Kraft Foods, Beverage Sector
 p: 914-425-4459 / f: 914-425-4038
 e: sivonne.davis@kraft.com

From: Megan Hailey [mailto:megan.hailey@mediavestww.com]
Sent: Monday, October 27, 2008 5:18 PM
To: Davis, Sivonne M; Hartmann, Brett R; Robinson, Luisa I
Cc: virginia.carey@mediavestww.com; Arielle Wolovnick; Laux Burstiner, Melissa
Subject: 2009 Starbucks Plan Details

Hi Sivonne!

Attached please find the revised print brief. Also, regarding the list Virginia read aloud in the call today, you'll find the 2009 Consideration Set included.

For your information, the closing dates for January/February weeklies are as follows:

People:

On Sale	Closing
1/4	11/26
1/11	12/3
1/18	12/10
1/25	12/17
2/1	12/24

Time:

On Sale	Closing
1/5	12/15
1/11	12/21
1/25	1/4
2/1	1/11

New Yorker:

Issue Date	Closing
1/7	12/7
1/14	12/14
1/21	12/28
1/28	1/4

Newsweek:

Issue date:	Closing:
Jan 14	12/17
Jan 21	12/24
Jan 28	12/31
Feb 4	1/7

*Please note: these are based on 2008 dates but should be used for approximation!

Please let us know your feedback and we'll submit the print brief to the print team ASAP.

Thanks and have a great evening!

MEGAN HAILEY
CONNECTIONS ASSOCIATE
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EXHIBIT 9(d)

From: Coleman, Abby R
Sent: Tuesday, February 16, 2010 8:32 PM
To: 'Michele Waits'
Subject: RE: Rosy Future

Thanks Michele, I am so excited about what we'll do on SBC! I look forward to seeing you Thursday. I should be in about 1:00pm.

From: Michele Waits [mailto:mwaits@starbucks.com]
Sent: Tuesday, February 16, 2010 8:28 PM
To: Coleman, Abby R
Subject: Rosy Future

Your short-leadtime visit is very exciting!
With the pipeline of new partners they have in other channels, the proposed new Creative that I saw a sneak peek of (and thought it was fantastic), dedicated new resources, your great connectivity with MGass – I think you and SBC are poised for really great results in the near future!!
MW

From: Abigail.Coleman@kraft.com [mailto:Abigail.Coleman@kraft.com]
Sent: Tuesday, February 16, 2010 11:57 AM
To: Michele Waits
Subject: RE: Home Sick

Thank you!

Also: I've just been invited to an SBC creative meeting on Friday, so I will be in Seattle Thursday noon through Friday mid-day. I will send you times in case you have a couple of minutes to meet (and if you are feeling better!)

From: Michele Waits [mailto:mwaits@starbucks.com]
Sent: Tuesday, February 16, 2010 2:53 PM
To: Coleman, Abby R
Subject: RE: Home Sick

If I don't get a good response this evening, I'll ask Greg to talk directly to Trish Lum.
MW

From: Abigail.Coleman@kraft.com [mailto:Abigail.Coleman@kraft.com]
Sent: Tuesday, February 16, 2010 11:15 AM
To: Michele Waits
Cc: lacker@Kraft.com
Subject: RE: Home Sick
Importance: High

Hi Michele,

Sorry to hear you are sick, everyone in Tarrytown has been coming down with something, too.

I just left you a VM, but I wanted to let you know that we pitched incremental SBC distribution at Wal-Mart/Subway stores, and we got the green light from the buyer. The issue is that now the buyer is asking for the Wal-Mart/Subway store list. Since we've also pitched national SBC distribution at Wal-

Mart (worth an incremental \$ annually), we need to stay in the buyer's good graces.

I know you have been working with the Foodservice team to get the list. If there is anything I can do to help illustrate the importance of the list, and how urgently it is needed, or if there are any measures we can take to alleviate the concerns with sharing the list, please let me know.

Thanks

Abby

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

From: Michele Waits [<mailto:mwaits@starbucks.com>]

Sent: Tuesday, February 16, 2010 1:09 PM

To: Acker, Lori B; Davis, Sivonne M; Kroo, Joshua A; Glancy, Kristine A; Robinson, Luisa I; Coleman, Abby R; Hayes, Rachel F

Subject: FW: Home Sick

Hi There,

A quick heads up that I'm out sick today. Am online and available by phone.

Pls feel free to call me at:

Thanks!

MW

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

From: Michele Waits

Sent: Tuesday, February 16, 2010 7:25 AM

To: Greg Price; Mani Pandher; Monique Heineman; Leigh Bris

Cc: Tara Aylmer; Michelle Gallagher; Adam Hewitt

Subject: Home Sick

Hi Everyone,

I am under the weather again today and thought I'd work from home. I'll send the Strat Plan deck out in advance of the meeting for review and will also call in for meetings today.

Thanks!

MW

EXHIBIT 9(e)

From: Michele Waits [mwaits@starbucks.com]

Sent: Friday, July 31, 2009 1:16 PM

To: Kroo, Joshua A

Cc: Davis, Sivonne M

Subject: FW: Final shelf banners - 5oz/20oz/free drip offer

While I know that this exercise was something like childbirth and Middle East peace negotiations, the fact that we were so quickly able to adopt the new campaign look to our marketing messages WHILE we developed new marketing messages for our 5&20-oz. product is quite extraordinary. It also took the patience of a saint to work through all of the last-minute comments and details.

I want you to know that Greg was very happy with the outcome and we are very proud to launch these in-store.

Thank you and congratulations!

MW

From: Greg Price

Sent: Friday, July 31, 2009 8:44 AM

To: Greg Price; Monique Heineman; Michele Waits; Gary Jones; Mani Pandher

Subject: RE: Final shelf banners - 5oz/20oz/free drip offer

Yes, and let me add VERY NICE WORK.

Thank you!

From: Greg Price

Sent: Friday, July 31, 2009 7:17 AM

To: Monique Heineman; Michele Waits; Gary Jones; Mani Pandher

Subject: RE: Final shelf banners - 5oz/20oz/free drip offer

Monique,

Looks great. GO!!!

Greg

From: Monique Heineman

Sent: Thursday, July 30, 2009 10:13 PM

To: Greg Price; Michele Waits; Gary Jones; Mani Pandher

Subject: Final shelf banners - 5oz/20oz/free drip offer

Hi team,

The shelf banners are completed and being sent off to the printer –DraftFCB has gotten us to a great end point, which incorporates all feedback. At this point, we can only pull art if it is a stop the presses type of issue, otherwise it will print as is (except the free drip offers where the Starbucks logo will actually have the circle r under them).

Link to Shelf Banners:

http://team.starbucks.net/sites/sbux309/PCT/DocumentManagement/2009/IMC/Burlap_shelf_banners.zip

Thanks!

Monique

EXHIBIT 10

EXHIBIT 10(a)

RE well done! .txt

From: Acker, Lori B.
Sent: Thursday, August 14, 2008 8:20 AM
To: Greg Price; Michele waits
Subject: RE: well done!

Thanks Greg. Good luck today...we need a yes on 20oz ground so I'm hoping you borrowed marella's boxing gloves :) Let us know how it went.

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

From: Greg Price [mailto:gprice@starbucks.com]
Sent: Wednesday, August 13, 2008 2:50 PM
To: Acker, Lori B.; Michele waits
Cc: Hansen, Lorraine C.
Subject: well done!

Lori and Michele,

I want to congratulate and thank you and your teams on a job well done. Today we had tough, honest, necessary, and I think very productive conversations driven by the work, thinking and preparation each of you have done. Know it's been a hard journey, and that we yet have a ways to go, but I am proud and confident to be on the trip with you. You are making, and will make, a big difference in the face of big challenges.

Please share this with the wider team...I am address challenged on the Treo.

Thank you again,

Greg

Sent by GoodLink (www.good.com)

EXHIBIT 10(b)

REDACTED

From: Greg Price [gprice@starbucks.com]
Sent: Friday, October 24, 2008 3:44 PM
To: Glancy, Kristine A; Jill Regen; Michele Waits; Brian Braden; Jon O'Brien; Barney, Gregg A; Gaddis, Marie L; Prchlik, Mike D; Davis, Sivonne M
Subject: RE: Follow-up Internal Costco Call 130pm NY/1030am Seattle
Kristine,

Thank you. This is a tough set of decisions, none of them pretty.

The analysis you've run is a big help in understanding ramifications and challenges...and I know a lot of work.

There's a lot that has to be done to get the business back on track...sometimes it feels like its too much coming too fast. I'm glad we're in this together.

Greg

From: Kristine.Glancy@kraft.com [mailto:Kristine.Glancy@kraft.com]
Sent: Friday, October 24, 2008 12:28 PM
To: Greg Price; Jill Regen; Michele Waits; Brian Braden; Jon O'Brien; Gregg.Barney@kraft.com; marie.gaddis@KRAFT.COM; Mike.Prchlik@kraft.com; sivonne.davis@kraft.com
Subject: RE: Follow-up Internal Costco Call 130pm NY/1030am Seattle

Team-

Thank you for everyone's time over the last couple of days in working thru what our solution is. I would like to review with Lorraine on Monday morning and will send a follow-up email with final details for your appt @ Costco early Monday.

Kristine

-----Original Appointment-----

From: Greg Price
Sent: Thursday, October 23, 2008 8:12 PM
To: Greg Price; Jill Regen; Michele Waits; Brian Braden; Jon O'Brien; Barney, Gregg A; Glancy, Kristine A; Gaddis, Marie L; Prchlik, Mike D; Davis, Sivonne M
Subject: Follow-up Internal Costco Call 130pm NY/1030am Seattle
When: Friday, October 24, 2008 1:30 PM-2:00 PM (GMT-05:00) Eastern Time (US & Canada).
Where:

EXHIBIT 11

Incremental Performance

	<u>2008</u>		<u>2009</u>	
	2008 W/E 12/27/08		2009 W/E 12/26/09	
Incr \$	49,318,300		58,901,788	
Incr Equ	528,468		669,907	
Incr Lbs	6,341,555		8,038,874	

Trade Spend % Chg*
 Incr \$ % Chg

7.7%
19.4%

Source: AC Nielsen 3-Outlet

Share Basis: COFFEE | Product: COFFEE KRAFT PREMIUM

* Trade spend information from Kraft P&L's

EXHIBIT 12

From: Michele Waits [mwaits@starbucks.com]

REDACTED

Sent: Monday, June 01, 2009 10:37 AM

To: Glancy, Kristine A; Davis, Sivonne M

Cc: Acker, Lori B

Subject: Question: Customer Pgm \$ for JC's Mtg Today

Hi Kristine,

Several months ago, we talked about potentially making cuts to our A&C to cover OI/PC gaps. At that time, there was some discussion about the CMT budget – I believe we had \$ [REDACTED] of committed programs vs. a \$ [REDACTED] full-year budget. Is there still \$ [REDACTED] of uncommitted CMT \$? And, if so, could we consider cutting this to take it to our bottomline?

Furthermore, when we look at our Q3/(our Q4) budget, there is \$ [REDACTED] of spending – approximately how much of this is committed? If we cut the entire \$ [REDACTED], what programs would we lose and what would be the financial impact of this reduction? At the very least, I think we can assume minimal profit impact due to the 70% payback assumption for these programs – then split between us [REDACTED]

This is a discussion point for John's DR meeting today. I know that this topic will be raised; I'm hoping to give Greg a reasonable response to this question, with a promise of potentially providing more detail at our MCM on June 8th.

Please call/stop by with questions.

Thanks!

MW

EXHIBIT 13

Media By Month And Spending Decision Timing.txt

From: Greg Price [gprice@starbucks.com]

Sent: Sunday, July 26, 2009 7:20 PM

To: Davis, Sivonne M; Gary Jones

Cc: Acker, Lori B

Subject: Media By Month And Spending Decision Timing

Sivonne / Gary,

Can someone lay out for me media spend by month and when spending decisions must be made, with a special emphasis on September?

I'd like to understand this, as we (Starbucks CPG) may be within a hair's breadth of hitting some key threshold objectives for the FY that impact bonuses, vesting of 401K's, and several other things for ALL of FSBCPG.

While I want to do what's right for the business, I would also hate to miss these for the whole group because of a few hundred K in spending if timing is an issue.

Thanks!

Greg

EXHIBIT 14

SBX Ask to Delay Spending.txt

From: Greg Price [gprice@starbucks.com]
Sent: Tuesday, August 04, 2009 11:55 AM
To: Davis, Sivonne M
Cc: Acker, Lori B
Subject: RE: Media By Month And Spending Decision Timing

Sivonne,

we should definitely talk this week.

A couple of questions and thoughts:

a) Got the 60% reach...what's the frequency? Are we achieving 3+? Should we be and if so, what would it cost?

b) My ask (prior to further live discussion) is that we don't start media until Oct 1. At the risk of sounding crass (but wanting to be totally transparent), we are literally on the razor edge of crossing a threshold that would impact not only the coffee team on this side, but whether the entire FSBCPG team is eligible for at least a small portion of a bonus, vesting of some target dependent options granted last year, and a few other things. Since there were no bonuses or raises last year, even achieving a small % of this means a lot on this side. We're looking under every rock for every \$, but it appears it may come down to (literally) a few hundred K that makes the difference.

I am a huge supporter of the work we're doing, but also know there is always a delay in media impact, and so would hate to miss FY'09 by a even (especially) a tiny bit as it's unlikely Sept media will actually benefit us until October...

Greg

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

From: sivonne.davis@kraft.com [mailto:sivonne.davis@kraft.com]
Sent: Monday, August 03, 2009 1:25 PM
To: Greg Price; Gary Jones
Cc: lacker@Kraft.com; Michele waits
Subject: RE: Media By Month And Spending Decision Timing

Greg,

In follow-up on your media question, the agency has proposed that we spend from September through December at the below levels to reach a ~60% reach each month (highest before diminishing returns):

Sept: \$
Oct: \$
Nov: \$
Dec: \$

A few things to note:

1 - Overall, media agency is coming in quite efficiently, and far less than what we'd originally estimated (as discussed in June MCM) we needed to spend to get to the full reach.

2 - We are looking at several options for the surplus \$ including other programs like CP that could reach at least a payback (as if we cut the spending, we'd only get benefit to our respective P&Ls in profit)

3 - Spending Authorizations need to occur this week and no later than 8/1

If needed, I can set-up time for us to discuss live, please advise.

SBX Ask to Delay Spending.txt

Michele & I made note that decisions will need to be made this week for publications. As a separate check in we were going to schedule a connect with the retail team.

Thanks,

Sivonne Davis
Senior Brand Manager, Starbucks
Kraft Foods, Beverage Sector
p: 914-425-4459 / f: 914-425-4038
e: sivonne.davis@kraft.com

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

From: Greg Price [mailto:gprice@starbucks.com]
Sent: Sunday, July 26, 2009 7:20 PM
To: Davis, Sivonne M; Gary Jones
Cc: Acker, Lori B
Subject: Media By Month And Spending Decision Timing

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while I want to do what's right for the business, I would also hate to miss theses for the whole group because of a few hundred K in spending if timing is an issue.

Thanks!

Greg