



33 Coffee Lane
Waterbury, VT 05676

SPECIALTY COFFEE BUSINESS UNIT

(800) 432-4627
www.gmcr.com
NASDAQ: GMCR

June 3, 2011

Dear Valued Customer:

Effective Monday, June 6, 2011, our wholesale list price on all coffee and beverage items will be changed. This action is in response to several factors affecting the coffee industry, including a 15% increase in the price of green coffee over the past five months, increases in prices of other raw materials, and higher energy and transportation costs.

Please refer to the wholesale price list summary which is effective on all orders placed on or after Monday, June 6, 2011. Effective with this pricing, all prior promotional funding as outlined on the Performance Planning Worksheet (PPW) will expire on June 6, 2011. Commitments for Performance Credit programs committed through September 23, 2011 will continue. Proof of performance must be submitted prior to December 30, 2011 for reimbursement.

Effective June 6, 2011, GMCR will no longer offer 10/12-oz. pre-packaged coffee to its away-from-home customers.

Please note that our business is not open to take orders on the weekend and orders placed after 8:00 p.m. (EST), on Friday, June 3, 2011 will reflect the new price. Our wholesale web site (www.gmcrwholesale.com) will not be available for order placement and processing from 8:00 p.m. (EST), on Friday, June 3, 2011 until 6:00 a.m. (EST) on Monday, June 6, 2011.

Thank you for your commitment to GMCR's family of brands. Your business is extremely important to us. We remain committed to helping you achieve success by providing high-quality products that consumers seek. If you have any questions about these changes, please do not hesitate to contact your Sales Representative for GMCR products or our Call Center at (800) 432-4627.

Sincerely,

Jim Travis
VP of Sales, GMCR Specialty Coffee Business Unit

