



Date: June 1, 2011

To: Tassimo Professional Authorized Dealers

From: Paul Schindelar

As a result of increases in the Green Coffee Markets and sustained Resin increases due to higher crude oil/feedstock costs and limited supply, Kraft Foods is announcing a price increase on selected Tassimo beverage products. The new list prices are effective on Friday July 1, 2011 on all items impacted by this pricing action.

Thank you for your understanding and continued partnership.

Paul Schindelar
Vice President
Kraft Vending & OCS