



## **Green Mountain Coffee Roasters Launches New Distinctive Packaging for Newman's Own<sup>®</sup> Organics Coffee**

### **- New Vanilla Caramel Organic Flavored Coffee Added to Line -**

WATERBURY, VERMONT (September 18, 2007) - Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR) has introduced newly designed coffee packaging for its Newman's Own<sup>®</sup> Organics line of coffees. The bags' premium look and rich copper color are a reflection of the high quality coffee within, and make spotting Newman's Own Organics coffee much easier.

Additionally, this new packaging contains 19.4% PLA polymer made from a renewable resource - corn. The introduction of PLA helps reduce the environmental impact of the packaging while maintaining the necessary barriers to moisture and light that keep the coffee at its freshest.

Also available in this new packaging is a new flavored coffee – Vanilla Caramel. Patty Vincent, Coffee Product Manager at Green Mountain Coffee Roasters, describes this new Fair Trade Organic offering as having “the taste of creamy vanilla enrobed in a velvety layer of sweet, buttery caramel. It's a joy for us,” Vincent added, “to develop a new flavored coffee that meets organic and Fair Trade standards.” Fair Trade certification means these coffees were grown and harvested by small-scale farmer cooperatives that receive a fair price for their coffee, enabling them to invest in the quality of their coffee and quality of life in their communities.

The introduction of this new coffee brings the Newman's Own<sup>®</sup> Organics line of Fair Trade Certified<sup>™</sup> organic coffees up to seven selections - Newman's Special Blend, Newman's French Roast, Newman's Special Decaf, Café Almond Biscotti, Nell's Breakfast Blend, Colombian Especial, and Vanilla Caramel. All varieties are available now, in either ground or whole bean 10 oz. packages, at [www.GreenMountainCoffee.com](http://www.GreenMountainCoffee.com) and at your local grocers.

Nell Newman, president of Newman's Own Organics said, “I love the look of the new packaging and think it will draw more coffee devotees to our products so they can experience what a distinctive and varied selection of coffees we have. The packaging is an expression of the care and attention that Green Mountain Coffee Roasters puts into sourcing and roasting these coffees for us. We share Green Mountain's commitment to quality products and a values-led approach to doing business.”

#### About Green Mountain Coffee Roasters

Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR) is recognized as a leader in the specialty coffee industry for its award-winning coffees and successful business practices. The Company sells over 100 high quality selections, including Fair Trade Certified<sup>™</sup> and organic coffees under the Green Mountain Coffee Roasters<sup>®</sup> and Newman's Own<sup>®</sup> Organics brands. While the majority of the Company's revenue is derived from its wholesale, direct mail,

and e-commerce operations ([www.GreenMountainCoffee.com](http://www.GreenMountainCoffee.com)), it also owns Keurig, Incorporated, a pioneer and leading manufacturer of gourmet single-cup brewing systems. Green Mountain Coffee Roasters has been ranked No. 1 on the list of "100 Best Corporate Citizens" for the past two years, and has been recognized repeatedly by Forbes, Fortune Small Business, and the Society of Human Resource Management as an innovative, high-growth, socially responsible company.

#### About Newman's Own Organics

*Great Tasting products that happen to be organic* is the slogan of Newman's Own Organics. Founded by Nell Newman and Peter Meehan, they develop their products from certified organic ingredients. “We focus on the kinds of products we loved as kids, but take them one step further by using the highest quality of available organic ingredients,” says Nell. Paul Newman gives away all his royalty payments after taxes from Newman's Own Organics to educational and charitable organizations. For more information visit: [www.newmansownorganics.com](http://www.newmansownorganics.com).