



## New Iced Coffee and Iced Tea K-Cups Brew Directly Over Ice

Waterbury, Vt., May 26, 2010 - Just in time for summer weather, backyard barbecues and picnics by the pool, the Specialty Coffee Business Unit of Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR) introduces K-Cup® portion packs that create iced coffee or iced tea at the touch of a button.

The patented Brew Over Ice K-Cups® are specifically designed to brew directly over ice with a Keurig® Single-Cup Brewer. New technology allows each K-Cup to be packed with more coffee or tea —the perfect amount to create a cool, refreshing brew.

New for this summer are Green Mountain Coffee® Nantucket Blend® and French Vanilla Iced Coffee in K-Cups. Both are based on the popular hot versions of their namesakes, but are specially blended to provide full flavor when brewed into a cup of ice.

For iced tea lovers, two new Celestial Seasonings® Perfect Iced Teas are debuting: Half and Half (part black tea, part lemonade) and Southern Sweet Tea. These new K-Cups join the four Perfect Iced Tea varieties introduced last summer: Sweet Lemon Black Tea, Sweet Peach Black Tea, Sweet Raspberry Black Tea, and Black Tea Unsweetened.

According to the NPD Group/CREST®, the number of iced coffee and related beverages Americans consumed away from home rose from 300 million servings in 2001 to 1.2 billion servings in 2009, with iced coffee now representing 16% percent of all of the coffee Americans drink away from home.

"People love iced coffee and teas, and our Brew Over Ice K-Cups make it easy to get a refreshing iced beverage right at home," said T.J. Whalen, Vice President of Marketing for GMCR's Specialty Coffee Business Unit. "Traditionally, consumers have thought about their coffee maker as delivering only hot coffee, but now Keurig owners can enjoy an entirely new array of great-tasting cold beverages with their Keurig brewer."

Brewing a fresh cup of iced coffee or tea on demand is now simple and convenient:

- Fill a 16-oz. cup with ice and place it under a Keurig Brewer. (Do not use glass.)
- Choose the 6-oz. or 8-oz. button.
- Brew directly over ice.
- The ice does the rest - stir and enjoy!

Cream and sweetener can be added to iced coffee. Perfect Iced Teas are pre-sweetened with all natural cane sugar and stevia and ready to drink. Go to [www.BrewOverIce.com](http://www.BrewOverIce.com) to see how it works, shop for K-Cups, and purchase special Brew over Ice plastic tumblers. Brew Over Ice coffee and tea K-Cups are available in national retail stores nationwide as well as online at [www.GreenMountainCoffee.com](http://www.GreenMountainCoffee.com) or [www.keurig.com](http://www.keurig.com).

### **About Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR)**

As a leader in the specialty coffee industry, Green Mountain Coffee Roasters, Inc. is recognized for its award-winning coffees, innovative brewing technology, and socially responsible business practices. GMCR's operations are managed through two business units. The Specialty Coffee business unit produces coffee, tea and hot cocoa from its family of brands, including Green Mountain Coffee®, Newman's Own® Organics coffee, Tully's Coffee®, Timothy's World Coffee®, and Diedrich Coffee®. The Keurig business unit is a pioneer and leading manufacturer of gourmet single-cup brewing systems. K-Cup® portion packs for Keurig® Single-Cup Brewers are produced by a variety of licensed roasters and brands, including Green Mountain Coffee, Tully's Coffee, Timothy's, and Diedrich. GMCR supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in Fair Trade Certified™ coffee, and donating at least five percent of its pretax profits to social and environmental projects. Visit [www.gmcr.com](http://www.gmcr.com) for more information.

GMCR routinely posts information that may be of importance to investors in the Investor Relations section of its web site, including news releases and its complete financial statements, as filed with the SEC. GMCR encourages investors to consult this section of its web site regularly for important information and news. Additionally, by subscribing to GMCR's automatic email news release delivery, individuals can receive news directly from GMCR as it is released.

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