

Two New Breakthrough Brew Over Ice Beverages Now Available For Keurig Brewers

Vitamin Burst™ Iced Fruit Brew and Sweet & Creamy Iced Coffee Latest in Iced Beverage Offerings

WATERBURY, Vt.--(BUSINESS WIRE)-- Just in time for summer, Green Mountain Coffee Roasters, Inc. (GMCR) (NASDAQ: GMCR) today announced two new innovative Brew Over Ice beverages: **The Original Donut Shop™ Coffee Sweet & Creamy Iced Coffee K-Cup® packs**, and the first ever iced fruit brew in a K-Cup® pack, **Vitamin Burst™**



"These new varieties are a revolutionary advancement in the choices we can offer our customers," said Ross Fenderson, Senior Brand Manager for Brew Over Ice. "Both Sweet & Creamy Iced Coffee and Vitamin Burst varieties offer entirely new ways to enjoy your Keurig brewer."

Delicious Icy Refreshment That Meets Your Thirst Head On

Vitamin Burst™ K-Cup® packs are a cold splash of icy refreshment that meet your thirst head on. Vitamin Burst™ K-Cup® packs contain fruit that is gently dried to retain its active ingredients, and the Keurig® brewer unlocks the fruit's power when brewed over ice. Each 8-oz. serving of Vitamin Burst™ is naturally sweetened, caffeine-free, contains no artificial colors or flavors, and is high in antioxidant vitamin C. Vitamin Burst™ is currently available in two fruit flavors:

Vitamin Burst(TM), the first iced fruit brew in a K-Cup(R) pack for the Keurig(R) Single Cup Brewing system. (Photo: Business Wire)

pomegranates to create a delicious fruit brew.

- **Acai Berry:** A tasty combination of powerful super-fruit and luscious berries creates a refreshing fruit brew.

- **Strawberry Pomegranate:** Sun-warmed strawberries are paired with sweet

"We're thrilled to continue expanding our beverage options beyond coffee, tea, and hot cocoa," said Fenderson. "This innovative, first-ever iced fruit brew combats 'water boredom' and provides a refreshing blend of fruit flavors."

A Touch of Sweet, A Touch of Creamy

Sweet & Creamy Iced Coffee K-Cup® packs have a splash of sweet creamer built into the specially formulated coffee blend, resulting in a perfectly brewed, creamy iced coffee in one touch. There are two delicious varieties of The Original Donut Shop™ Sweet & Creamy Iced Coffee:

- **Regular:** An all-American classic iced coffee with the right splash of sweet creamer.
- **Nutty Hazelnut:** The just-right roasted and toasted nutty iced coffee with a touch of sweet creamer.

These innovative Brew Over Ice K-Cup® packs are specifically designed to brew directly over ice in a Keurig® Single Cup K-Cup® brewer. They are specially formulated to deliver a full-strength, great tasting iced beverage every time. To brew over ice with a Keurig® brewer follow these three easy steps:

1. Fill a 16-oz. plastic cup to the top with ice and place on the Keurig® brewer. Do not use glass. Put a Brew Over Ice K-Cup® pack in the brew basket.

2. Brew 6-oz. or 8-oz. for optimal flavor.

3. The ice does the rest - stir and enjoy!

The Original Donut Shop™ Sweet & Creamy Iced Coffee (\$16.49/22-count box of K-Cup® packs) and Vitamin Burst™ (\$17.49/24-count box of K-Cup® packs) are available exclusively online at www.GreenMountainCoffee.com and www.Keurig.com. For more information, visit: www.VitaminBurst.com or www.BrewOverIce.com.

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

As a leader in specialty coffee and coffee makers, Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR), is recognized for its award-winning coffees, innovative Keurig® Single Cup brewing technology, and socially responsible business practices. GMCR supports local and global communities by offsetting 100 percent of its direct greenhouse gas emissions, investing in sustainably-grown coffee, and donating at least five percent of its pre-tax profits to social and environmental projects.

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

GMCR-S

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50336245&lang=en>

GMCR's Specialty Coffee Business Unit
Sandy Yusen, 866-968-2739
Director of Public Relations
sandy.yusen@gmcr.com

Source: Green Mountain Coffee Roasters, Inc.

News Provided by Acquire Media