



Fill 'er up! New K-Cup® Portion Packs for travel mugs brew a bigger cup

WATERBURY, Vt., March 17, 2010 - To satisfy coffee lovers who can never get too much of a good thing, the Specialty Coffee Business Unit of Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR) today launched three coffee varieties in a new Travel Mug K-Cup® portion pack.

Travel Mug K-Cups® are specially designed portion packs that create perfectly-brewed coffee on the largest brew size setting of the Keurig® Single-Cup Brewer. New technology allows more coffee to be packed into each K-Cup, resulting in stronger, richer coffee for consumers who prefer a large mug.

“Our research showed us that people love to take their coffee on the go,” said T.J. Whalen, VP of Marketing for GMCR’s Specialty Coffee Business Unit. “We estimate that almost 75% of our consumers use a travel mug regularly. Many of them are brewing two K-Cups to fill their mug, or getting by with a mug half-full. Now they can enjoy good, strong coffee during their commute or while running errands, all day long.”

Travel Mug K-Cups are available in three varieties: Green Mountain Coffee® Breakfast Blend, Green Mountain Coffee® French Roast, and Donut House™ Extra Bold. They are sold exclusively online at www.GreenMountainCoffee.com and 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®](#), and [Timothy’s World 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 and Timothy’s. 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 pre-tax profits to social and environmental projects. Visit 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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