

KEURIG GREEN MOUNTAIN



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KEURIG GREEN MOUNTAIN LAUNCHES NEW WEBSITE **SPECIFICALLY TAILORED FOR COMMERCIAL OPERATORS**

WATERBURY, Vt. (Jan. 10, 2017)— Keurig Green Mountain, Inc. (Keurig) today revealed its first dedicated website, Commercial.Keurig.com, designed to help operators looking to build premium coffee and beverage options in the away-from-home channel.

The new site, Commercial.Keurig.com combines visually appealing design with simplified navigation. This mobile-friendly site adapts to accommodate any device and supports customers in such commercial segments as restaurants, offices, convenience stores, healthcare, hospitality, and college and university.



“At Keurig, we’re committed to investing in tools that help our commercial customers create the ultimate beverage experience for guests,” said Charlie Wood, director of foodservice marketing at Keurig. “Our new website has been designed with those customers in mind—featuring everything from training tools to signature beverage recipes to help operators brew a more robust bottom line.”

The home page has segment-based navigation to make it easy for a commercial operator to find relevant information whether they run a restaurant or manage the break room for an office. Within those industry-specific sections, operators can find everything from menu ideas to insights specific to that business and merchandising support.

Along with segment-based information, the new site features training videos and coffee trends that are helpful across the industry. From Millennial coffee consumption habits to how iced coffee has dominated menus, operators can find insights to inform the beverage experience. Those insights come to life in the new library of recipes, including inspiration for coffee- or tea-based alcoholic beverages and creative spins on the traditional specialty beverages.

To learn how to partner with Keurig for the ultimate beverage experience, operators may visit Commercial.Keurig.com or call 1-866-464-2210.

About Keurig Green Mountain, Inc.

Keurig Green Mountain, Inc. (Keurig) is reimagining how beverages can be created, personalized, and enjoyed, fresh-made in homes and workplaces. We are a personal beverage system company revolutionizing the beverage experience through the power of innovative technology and strategic brand partnerships. With an expanding family of more than 70 beloved brands and 445 beverage varieties, our Keurig® hot beverage system delivers great taste, convenience, and choice at the push of a button. As a company founded on social responsibility, we are committed to using the power of business to brew a better world through our work to build resilient supply chains, sustainable products, thriving communities, and a



water-secure world. Keurig is a private business owned by an investment group led by JAB Holding Co. For more information, visit: www.KeurigGreenMountain.com. To purchase Keurig products visit: www.Keurig.com, www.Keurig.ca, www.Keurig.co.uk, www.Keurig.co.kr.

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