



Media Contact:

Keurig Green Mountain

Katie Gilroy
781-418-3345
pr@keurig.com

Tata Global Beverages

Alicia Angione
201.571.0286
Alicia.Angione@tgbl.com

Keurig Green Mountain and Tata Global Beverages Announce Expanded Partnership Agreement

WATERBURY, VT. & MONTVALE, NJ (March 1, 2017) — Keurig Green Mountain, Inc. (Keurig) and Tata Global Beverages today announced a multi-year expansion of their successful partnership for the manufacturing, sales, licensing and distribution of the Eight O'Clock® coffee and Tetley® tea brands in K-Cup® pods for use in Keurig® brewers. The renewed long-term agreement allows for the continued success for the brands through in-home and away-from-home channels, as well as on Keurig's consumer direct websites, www.Keurig.com and www.Keurig.ca, throughout the U.S. and Canada.

"The refreshed agreement speaks to the incredible success that enables millions of Eight O'Clock coffee and Tetley Tea lovers, to enjoy a convenient way to make coffee and tea with Keurig®", says David Allen, Sr. VP, Sales & Marketing at Tata Global Beverages, US Region. "The winning combination of our successful coffee and tea brands, combined with America's favorite single cup brewing system has been a huge success and one we are thrilled to expand with Keurig."

The choice of coffee-loving Americans since 1859, Eight O'Clock coffee is well known for its full line of 100% Arabica coffee varieties in retailers throughout the country. Over 150 years later, Eight O'Clock is as fresh as ever, competing in the fast-growing, high-quality, and ultra-convenient world of single serve coffee with Eight O'Clock coffee K-Cup® pods.

"We are excited to continue to support the Eight O'Clock coffee and Tetley tea brands as part of the Keurig family," says Mark Wood, Chief Business Development & Partners Officer at Keurig. "By continuing to strengthen our relationships with popular coffee and tea brands and valued partners like Tata Global Beverages, we can continue to provide an unsurpassed range of high quality beverage choices and taste profiles and benefit all participants in the Keurig system – including our consumers, customers and our extensive family of licensed partners."

About Keurig Green Mountain, Inc.

Keurig Green Mountain, Inc. (Keurig) is a leader in specialty coffee and innovative single serve brewing systems. Committed to delivering exceptional coffee for more than 35 years, today our Keurig® brewers and single serve hot beverages are in more than 20 million homes and offices throughout North America. In under a minute, Keurig® brewers consistently and conveniently deliver a fresh-brewed, great tasting cup with just the push of a button. As a testament to that quality, more than 50 leading global coffee, tea and cocoa brands have partnered with Keurig to offer consumers vast personal choice from 500+ varieties. As a company founded on social responsibility, Keurig is committed to using the power of business to brew a better world through our work to build resilient supply chains, sustainable products, and thriving communities. For more information, visit www.keuriggreenmountain.com, and to purchase Keurig products visit www.keurig.com or www.keurig.ca.

About Eight O'Clock® Coffee

Part of the Tata Global Beverages family of brands, Eight O'Clock® coffee is America's original gourmet coffee, brewed with passion for over 150 years. Made with 100% Arabica beans, Eight O'Clock coffee features a full line of great tasting gourmet coffees in whole bean and ground form, with fourteen varieties and blends ranging from light to dark roasts. Eight O'Clock coffee sources its high-quality coffee beans from the world's best origins, then expertly blends, roasts and packages them at its facility in Landover, MD. Headquartered in Montvale, NJ, Eight O'Clock coffee products are available at most U.S. retailers where groceries are sold. For more information, visit www.eightoclock.com.

About Tetley® USA

Tetley® has been known as an industry leader in creating a variety of delicious teas since it began producing tea over 175 years ago. Tetley is now part of Tata Global Beverages, which also includes award-winning Eight O'Clock Coffee and Good Earth Tea. Tetley has a long-standing relationship with the Ethical Tea Partnership – an organization that drives change and helps create a thriving global tea sector that is socially just and environmentally sustainable. All Tetley branded tea, including flavored decaffeinated varieties, are part of the Rainforest Alliance certification program.