

Press Release

Green Mountain Coffee Roasters, Inc. Honored by McDonald's 2010 Global Best of Sustainable Supply

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BusinessWire - Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR) was chosen from among hundreds of submissions from around the world to be included in the McDonald's 2010 Global Best of Sustainable Supply. The Best of Sustainable Supply recognizes best practices of companies that demonstrate leadership and innovation in sustainable supply. McDonald's first introduced Newman's Own(R) Organics coffee roasted by Green Mountain Coffee(R), part of GMCR's family of brands, to its restaurants in New England and Albany, NY in October 2005.

Under the leadership of Rick Peyser, Director of Social Advocacy and Coffee Community Outreach, GMCR initiated support of projects with the goal of eliminating "los meses flacos" by helping families diversify their production and income. A coalition of nonprofit organizations and Fair Trade coffee cooperatives including [Save the Children](#), [Heifer International](#), [Catholic Relief Services](#), [Cafe Femenino Foundation](#), [Community Agroecology Network \(CAN\)](#), Pueblo a Pueblo, CECOCAFEN, and CESMACH have created a web of projects across multiple regions. Since 2007, GMCR has funded 14 projects in 10 countries, which are starting to help more than 18,000 families (over 96,000 people) develop the capacity to overcome months of food insecurity in a sustainable manner.

"This recognition affirms the importance of our efforts to seek sustainable solutions to poverty and hunger in communities around the world that supply us with coffee," said Peyser. "We believe there is a direct link between the quality of coffee we purchase and the quality of life in the farming communities that grow this coffee. As such, we are focused on supporting projects that improve the quality of life. Reducing food insecurity improves health, enhances children's ability to learn, and provides families with new opportunities to begin lifting themselves out of poverty. When farmers and their families are unable to maintain their normal diet, they are generally not able to invest in their coffee, so this work will also help improve the quality of coffee in the cup."

The 2010 Best of Sustainable Supply was recently announced during McDonald's 2010 Worldwide Convention and is featured on its Corporate Social Responsibility web site.

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(R), Newman's Own(R) Organics coffee, Tully's Coffee(R), and Timothy's World Coffee(R). The Keurig business unit is a pioneer and leading manufacturer of gourmet single-cup brewing systems. K-Cup(R) portion packs for Keurig(R) 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(TM) 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.

SOURCE: Green Mountain Coffee Roasters, Inc.