



June 7, 2011

Dear Valued Customer,

On Monday June 6th Atlantic Coffee & Provision **as well as every other Office Coffee Distributor, retail and wholesale outlet as well as all internet distributors** received a letter from Green Mountain Coffee Roasters announcing an across the board price increase of close to 15% on all K-Cup and fractional pack coffee lines. This letter and subsequent increase came without warning and allowed no time for distributors of Green Mountain Coffee to notify their customer bases in advance of this increase.

We here at Atlantic Coffee understand how important pricing and subsequent price increases are to our loyal customer base. While, in almost all cases we receive advanced notification of any prices changes, unfortunately this is not one of those instances. While Atlantic Coffee & Provision is appalled by such an abrupt increase from one of our major suppliers, we must react to this immediately. Beginning on June 8th you will see an increase of \$1.45 per box on all K-Cup products and a 15% increase on all fractional pack coffees. Please be aware that since Green Mountain is now the owner of all K-Cup brands, this increase will affect all of their brands including Timothy's, Diedrich, Gloria Jean's, Coffee People, Celestial Seasonings, Caribou, Van Houtte and Tully's.

Please keep in mind that Atlantic Coffee & Provision does have **numerous options for you to choose from in regards to your single cup coffee needs**. Many, like the Newco Fresh Cup Pod Brewing System, are a great alternative to K-Cups and could quite possibly save you some significant dollars on your coffee program. This system brews individual pods similar to the Keurig and has dozens of varieties to choose from. What is even more exciting about this system is that all pods are 100% compostable making it a fantastic green alternative. Please feel free to visit our website at www.AtlanticCoffee.com for an in depth view of these systems or simply give us a call for a free in office demo of any of our brewing systems.

We thank you very much for your business and as always are here to answer any questions or concerns you may have. Please feel free to contact us at 800-242-1419 during normal business hours.

Sincerely,

Stephen J Murphy
Vice President and General Manager