

# COFFEE

## FACTS & FIGURES

### America Wakes Up To Single Cup Coffee Brewing

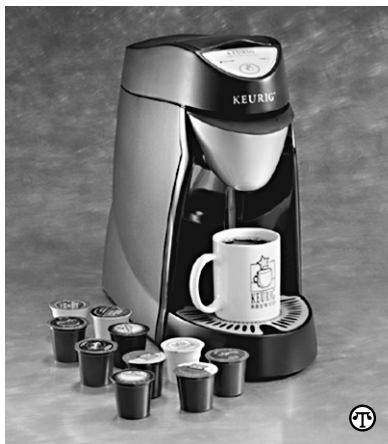
(NAPSA)—No matter what season or climate, one thing is certain—Americans love their coffee. More than 160 million people—more than half the population of the United States—drink it on a daily basis. According to the National Coffee Association, a growing percentage of those people are getting their fix at home.

An increasing percentage of coffee lovers are satisfying their taste preferences with premium, gourmet coffee varieties. According to industry reports, more than twice as many Americans drink gourmet coffee than espresso-based beverages like lattes and mochachinos.

And now, single-cup coffee brewing, the latest development in the kitchen, makes it possible to get the delicious, single-cup coffee that you are used to seeing at a coffee bar in the comfort of home. “Single cup brewing is the next leap forward in the evolution of coffee,” said Nick Lazaris, president and CEO of Keurig, Inc., a company at the forefront of the single-cup at-home coffee brewing revolution. “With more Americans choosing to drink gourmet coffee at home, the notion of brewing the way one drinks—one cup at a time—is really catching on.”

Ensuring freshness by making coffee the way people drink it—one cup at a time—these new brewers eliminate the hassles of traditional coffee machines, including grinding, measuring, filters and cleaning up. All with the added convenience of speedy brewing.

A good example in the premium end of the at-home single cup category is the new B100 brewer from Keurig, which has been manufacturing single cup systems for offices since 1998. Keurig’s patented system consists of a brewer and pre-packaged K-Cups® filled with freshly ground gourmet coffee—a selection of more than 50 varieties from seven



**The daily grind has just become a lot easier. You can now brew a single cup of coffee at home.**

leading gourmet roaster partners including Green Mountain Coffee Roasters, Diedrich Coffee, Gloria Jean’s, Timothy’s and Van Houtte. Developed to deliver the right amount of water at the ideal temperature and pressure, these brewers ensure optimum coffee flavor in every cup. It makes the daily grind that much easier—just place a K-Cup in the brewer and get a perfect, hot cup of your coffee choice in less than a minute.

Keurig also lets tea drinkers brew a fresh single cup of gourmet tea in under one minute with the addition of the following tea brands: Celestial Seasonings, Timothy’s, Bigelow and Gloria Jean’s. There are 20 gourmet tea varieties available in K-Cups.

In addition to saving coffee and money because you only brew what you want to drink, rather than a whole pot, the burnt taste of the last few cups in the pot is eliminated. The single-cup coffee category, the latest innovation in the world of coffee brewing, takes the guesswork out of a cup of coffee, offering variety, convenience and a simple way to get the hot beverage of your choice.

To learn more about single brewing, visit [www.keurig.com](http://www.keurig.com) or call 1-866-901-2739.