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TOTAL UNITED STATES		Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009
TOTAL VOLUME: IN-HOME + AWAY FROM HOME		TOTAL UNIT VOLUME	% SHARE	CHANNEL: OCS (OFFICE COFFEE)	% SHARE	CHANNEL: OFFICE SUPPLY	% SHARE	CHANNEL: WAREHOUSE	% SHARE	CHANNEL: GROCERY/RETAIL CO STORE	% SHARE	CHANNEL: ONLINE RETAILERS	% SHARE
FLAVIA (MARS DRINKS)	98,102,411	13.38%	72,261,141	58.57%	0	0.00%	0	0.00%	584,457	0.33%	15,905,949	13.78%	
KEURIG (GREEN MOUNTAIN)	351,239,021	47.90%	27,606,139	22.37%	49,983,098	64.92%	78,239,957	53.06%	98,520,742	54.97%	52,069,317	45.11%	
TASSIMO (KRAFT)	59,820,541	8.16%	920,419	0.75%	5,118,251	6.65%	18,467,235	12.53%	16,757,674	9.35%	8,662,664	7.50%	
SENSEO (SARA LEE)	14,412,945	1.97%	149,819	0.12%	395,876	0.51%	3,278,824	2.22%	3,664,717	2.04%	3,607,682	3.13%	
NESPRESSO (NESTLE)	19,129,543	2.61%	448,435	0.36%	144,816	0.19%	949,838	0.66%	7,970,450	4.45%	4,155,557	3.60%	
LAVAZZA PODS	30,231,847	4.12%	4,836,950	3.92%	1,984,254	2.58%	5,354,429	3.63%	6,865,791	3.83%	5,873,525	5.09%	
OTHER SINGLE SERVE	160,287,549	21.86%	17,160,570	13.91%	19,368,754	25.16%	14,299,299	9.79%	44,877,492	25.04%	25,152,690	21.79%	
<b>TOTAL VOLUME (SINGLE CUPS)</b>	<b>733,223,857</b>	<b>100.00%</b>	<b>123,383,472</b>	<b>100.00%</b>	<b>76,995,049</b>	<b>100.00%</b>	<b>147,457,239</b>	<b>100.00%</b>	<b>179,241,322</b>	<b>100.00%</b>	<b>115,427,385</b>	<b>100.00%</b>	
TOTAL VOLUME (SINGLE CUPS)	733,223,857	3.77%	123,383,472	7.65%	76,995,049	56%	147,457,239	2.85%	179,241,322	3.10%	115,427,385	4.36%	
TRADITIONAL COFFEE BASED (PERCOLATOR ETC.)	13,098,239,181	67.27%	1,350,222,712	83.76%	1,608,362,107	74.5%	3,389,080,803	65.42%	3,706,170,846	64.15%	1,635,377,964	61.72%	
FRENCH PRESS	1,784,209,533	9.16%	78,941,912	4.90%	233,602,707	10.82%	497,863,635	9.61%	540,414,523	9.35%	241,617,809	9.12%	
INSTANT COFFEE	3,855,065,091	19.80%	59,537,643	3.69%	24,595,272	11.16%	1,146,141,825	22.12%	1,351,100,455	23.39%	657,458,535	24.81%	
<b>TOTAL VOLUME (SINGLE CUPS)</b>	<b>19,470,737,662</b>	<b>100.00%</b>	<b>1,612,085,739</b>	<b>100.00%</b>	<b>2,159,525,472</b>	<b>100.00%</b>	<b>5,180,543,502</b>	<b>100.00%</b>	<b>5,776,927,145</b>	<b>100.00%</b>	<b>2,649,881,693</b>	<b>100.00%</b>	

  

TOTAL UNITED STATES		Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009
TOTAL VOLUME: IN-HOME		TOTAL UNIT VOLUME	% SHARE	CHANNEL: OCS	% SHARE	CHANNEL: OFFICE SUPPLY	% SHARE	CHANNEL: WAREHOUSE	% SHARE	CHANNEL: GROCERY/RETAIL CO STORE	% SHARE	CHANNEL: ONLINE RETAILERS	% SHARE
FLAVIA (MARS DRINKS)	5,996,667	1.28%	262,585	1.74%	0	0.00%	0	0.00%	0	0.00%	3,298,398	4.33%	
KEURIG (GREEN MOUNTAIN)	230,209,026	49.32%	6,624,713	43.96%	23,594,646	62.98%	60,661,911	50.78%	75,529,454	50.79%	30,465,188	39.98%	
TASSIMO (KRAFT)	53,645,817	11.49%	534,558	3.55%	3,395,049	9.06%	16,412,806	13.74%	15,246,028	10.25%	8,423,830	11.05%	
SENSEO (SARA LEE)	12,801,964	2.74%	40,515	0.27%	192,026	0.51%	2,958,606	2.48%	3,350,426	2.25%	3,226,248	4.23%	
NESPRESSO (NESTLE)	16,140,657	3.46%	32,891	0.22%	144,816	0.39%	579,644	0.49%	6,715,257	4.52%	3,771,388	4.95%	
LAVAZZA PODS	20,228,195	4.33%	836,207	5.55%	1,040,790	2.78%	4,061,122	3.40%	5,969,637	4.01%	4,288,466	5.63%	
OTHER SINGLE SERVE	127,715,715	27.36%	6,737,499	44.71%	9,094,768	24.28%	33,795,999	29.13%	41,910,601	28.18%	22,734,768	29.83%	
<b>TOTAL VOLUME (SINGLE CUPS)</b>	<b>466,738,041</b>	<b>100.00%</b>	<b>15,068,967</b>	<b>100.00%</b>	<b>37,462,095</b>	<b>100.00%</b>	<b>119,469,888</b>	<b>100.00%</b>	<b>148,721,493</b>	<b>100.00%</b>	<b>76,208,286</b>	<b>100.00%</b>	
TOTAL VOLUME (SINGLE CUPS)	466,738,041	2.99%	15,068,967	4.84%	37,462,095	3.64%	119,469,888	2.56%	148,721,493	2.78%	76,208,286	3.22%	
TRADITIONAL COFFEE BASED (PERCOLATOR ETC.)	10,341,277,843	66.19%	264,297,116	84.84%	769,665,331	74.78%	3,096,568,043	66.41%	3,470,821,719	64.79%	1,436,859,510	60.73%	
FRENCH PRESS	1,291,287,100	8.26%	10,449,341	3.35%	67,750,274	6.58%	377,293,239	8.09%	450,774	8.60%	217,454,908	9.19%	
INSTANT COFFEE	3,525,001,314	22.56%	21,711,012	6.97%	154,324,360	14.99%	1,069,806,359	22.01%	1,277,112,818	23.84%	635,294,069	26.85%	
<b>TOTAL VOLUME (SINGLE CUPS)</b>	<b>15,624,304,297</b>	<b>100.00%</b>	<b>311,526,437</b>	<b>100.00%</b>	<b>1,029,202,060</b>	<b>100.00%</b>	<b>4,663,137,550</b>	<b>100.00%</b>	<b>5,356,999,793</b>	<b>100.00%</b>	<b>2,365,816,773</b>	<b>100.00%</b>	

  

TOTAL UNITED STATES		Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009	Q1-2009
TOTAL VOLUME: AWAY-FROM-HOME+ AT-WORK		TOTAL UNIT VOLUME	% SHARE	CHANNEL: OCS	% SHARE	CHANNEL: OFFICE SUPPLY	% SHARE	CHANNEL: WAREHOUSE	% SHARE	CHANNEL: GROCERY/RETAIL CO STORE	% SHARE	CHANNEL: ONLINE RETAILERS	% SHARE
FLAVIA (MARS DRINKS)	92,105,744	34.56%	71,998,556	66.47%	0	0.00%	0	0.00%	584,457	1.92%	12,607,551	32.15%	
KEURIG (GREEN MOUNTAIN)	121,029,995	45.42%	20,981,426	19.37%	26,388,453	17.5%	17,578,046	62.81%	22,991,288	75.33%	21,604,129	55.09%	
TASSIMO (KRAFT)	6,174,724	2.32%	385,861	0.36%	1,723,203	4.36%	2,054,429	7.34%	1,511,646	4.95%	238,834	0.61%	
SENSEO (SARA LEE)	1,610,981	0.60%	109,304	0.10%	203,850	0.52%	320,218	1.14%	314,291	1.03%	381,434	0.97%	
NESPRESSO (NESTLE)	2,988,886	1.12%	415,543	0.38%	0	0.00%	370,193	1.32%	1,255,192	4.11%	384,169	0.98%	
LAVAZZA PODS	10,003,652	3.75%	4,000,743	3.69%	943,464	2.39%	1,293,321	4.62%	896,154	2.94%	1,585,059	4.04%	
OTHER SINGLE SERVE	32,571,834	12.22%	10,423,071	9.62%	10,273,986	25.99%	6,371,143	22.76%	2,966,891	9.72%	2,417,922	6.17%	
<b>TOTAL VOLUME (SINGLE CUPS)</b>	<b>266,485,816</b>	<b>100.00%</b>	<b>108,314,505</b>	<b>100.00%</b>	<b>39,532,954</b>	<b>100.00%</b>	<b>27,987,351</b>	<b>100.00%</b>	<b>30,519,919</b>	<b>100.00%</b>	<b>39,219,099</b>	<b>100.00%</b>	
TOTAL VOLUME (SINGLE CUPS)	266,485,816	6.93%	108,314,505	8.33%	39,532,954	3.50%	27,987,351	5.41%	30,519,919	7.27%	39,219,099	13.81%	
TRADITIONAL COFFEE BASED (PERCOLATOR ETC.)	2,756,961,338	71.68%	1,085,925,596	83.50%	838,696,832	74.17%	292,512,759	56.53%	235,508,047	56.08%	198,518,454	69.88%	
FRENCH PRESS	492,922,433	12.82%	68,492,571	5.27%	165,852,358	14.67%	120,570,396	23.30%	79,911,749	19.03%	24,162,901	8.51%	
INSTANT COFFEE	330,063,777	8.58%	37,826,631	2.91%	86,667,667	7.66%	76,335,466	14.75%	73,987,637	17.62%	22,164,466	7.80%	
<b>TOTAL VOLUME (SINGLE CUPS)</b>	<b>3,846,433,365</b>	<b>100.00%</b>	<b>1,300,559,303</b>	<b>100.00%</b>	<b>1,130,749,812</b>	<b>100.00%</b>	<b>517,405,972</b>	<b>100.00%</b>	<b>419,927,351</b>	<b>100.00%</b>	<b>284,064,920</b>	<b>100.00%</b>	