

## Starbucks To Sell K-Cups In U.S. In November

Manufacturing.net

SEATTLE (AP) -- Starbucks Corp. said Tuesday that it will have packages of its Keurig coffee pods available at U.S. grocery stores and specialty retailers beginning in November.

Many coffee companies have started to concentrate on the single-serve coffee pods that consumers brew at home because it is a fast growing business. Starbucks hopes to build its K-cup deal into a business worth more than \$1 billion.

The Keurig coffee system is made and sold by Green Mountain Coffee Roasters Inc., with Starbucks serving as the exclusive licensed coffee brand. The companies announced their partnership in March.

The Starbucks packages of K-cups will come in 10-count, 16-count and 54-count packs in flavors such as Breakfast Blend, Pike Place Roast, House Blend, Sumatra and French Roast. The Seattle company will also have Tazo Tea flavors Awake and Zen available in 10-count and 16-count packs.

Starbucks said the K-cup packages will be in Canadian stores in March and available through the company's web site as well as Green Mountain's web site in August. Starbucks retail stores in the U.S. and Canada will likely have the packages later next year.

Starbucks was a player in the single-cup market prior to its Keurig deal, as it rolled out Via Ready Brew instant coffee last year.

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