



Reimagining single-serve coffee from the ground up

Conference on Canadian Stewardship

September 25, 2024



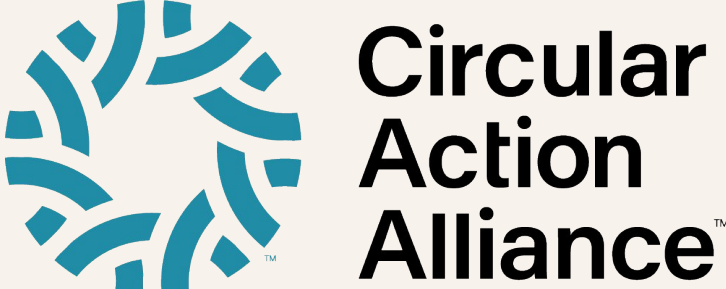
Our purpose guides everything we do

Drink Well. Do Good.

In a world of boundless possibilities, our beverages make every moment better. Drink Well to enhance the experience of every occasion from before dawn to after dusk. Do Good to make a positive impact for our people, communities and planet.



Committed to helping build a circular economy in Canada through collaboration



Never stop exploring and innovating

IN MARKET

SUSTAINABLE POD INNOVATION PIPELINE



INNOVATE



Polypropylene*
K-Cup® Pod

LAUNCHED



REDUCE



Lightweight
K-Cup® Pod

LAUNCHED



INNOVATE



Peel-Tab Lid

IN FLIGHT



CIRCULATE



Post-Consumer
Recycled (PCR)

EXPLORING



INNOVATE



K-ROUNDS Plastic-
free pods

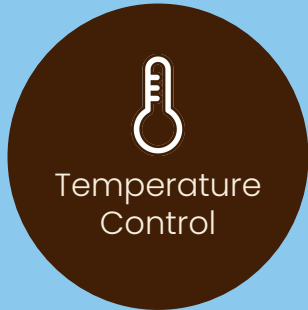
ANNOUNCED

The Keurig Alta™ System will be “everything you love about Keurig”, plus...



Diversity in
Formats

Ability to deliver drip,
espresso, and other
single-serve
beverages



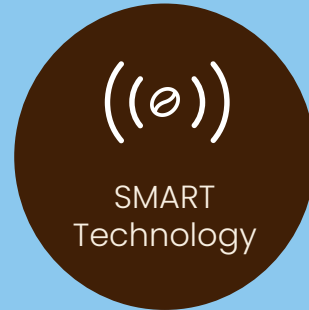
Temperature
Control

Functionality for
both hot and cold
beverages



Sustainable

Responsibly sourced
coffee in a plastic and
aluminum-free pod



SMART
Technology

Automatically adjusts
brew settings based
on brew style code



Proprietary

Incorporating
proprietary, innovative
technology and know
how

Our goals led us to a new consumable approach featuring a plastic and aluminum free pod



An entirely new consumable format which starts by removing the constraints of the plastic cup

Variety of Drinks

multiple sizes to deliver authentic shots of espresso, rich cups of coffee and refreshingly cold coffees

Quality Coffee

expertly roasted, premium coffee beans ground and pressed together

Exceptional Value

coffeehouse drinks without the coffeehouse prices

Sustainable

can be disposed of like any coffee grounds and expect to be certified compostable*



Paired with an entirely new brewing system

Variable pressure

allows for brewing authentic, high pressure espresso and rich, low pressure coffee

QuickChill Technology™

delivers refreshingly cold, full-flavored coffee just like the coffee shop

K-Cup pod compatible

enjoy the 500+ varieties offered in existing K-Cup pods through the Keurig family of brands



The Keurig Alta™ brewer will automatically brew your favorite barista-style beverages from K-Rounds™



After brewing, K-Rounds™ stay intact making them easy to compost* or dispose of as you would any coffee grounds





Our go-to-market approach will be shaped by the consumer

Announcement
Event

Scaled
Beta Testing

Direct to
Consumer
Launch

Invest to scale
with consumer
demand



Key Learnings

1

Collaborate with like-minded organizations

2

Let go of constraints

3

Listen to your consumers and keep adapting

