

**JAB Holding Company Contacts:**

Tom Johnson/Cia Williams  
Abernathy MacGregor  
(212) 371-5999  
tbj@abmac.com/cew@abmac.com

**Keurig Contact:**

Suzanne DuLong  
Keurig Green Mountain, Inc.  
T: 781-418-8075  
[suzanne.dulong@keurig.com](mailto:suzanne.dulong@keurig.com)

**FOR IMMEDIATE RELEASE**

**Keurig Green Mountain Names Robert J. Gamgort Chief Executive Officer**

*Brian Kelley to Remain with the Company as Vice Chairman*

**WATERBURY, Vt. (March 23, 2016)** – Keurig Green Mountain, Inc. (“Keurig”) today announced the appointment of Robert J. “Bob” Gamgort as Chief Executive Officer effective May 2, 2016. Bob is currently serving as Chief Executive Officer of Pinnacle Foods Inc., where he generated industry-leading shareholder returns by building a diversified portfolio of iconic consumer brands recognized for innovation. He will replace Brian Kelley, who will continue to support Keurig and become Vice Chairman of the Board. Keurig was acquired by a JAB Holding Company (“JAB”)-led consortium earlier this year.

Bart Becht, Chairman at both JAB and Keurig commented, “We are delighted that Bob will become the CEO and a key shareholder of Keurig. Bob is one of the most talented and respected executives in the fast moving consumer goods industry, and his focus on growth and long-term value creation makes him an ideal partner for JAB, as well as its co-investors.”

Bob Gamgort commented, “I am excited to have the opportunity to partner with JAB and the Keurig team. I see a significant opportunity to build upon Keurig’s unique combination of brands, partners and technologies by accelerating innovation and expanding penetration of single-serve systems to continue winning in the consumer market. I look forward to joining the team.”

Brian Kelley commented, “It has been an absolute privilege to serve as the CEO of Keurig for the past four years, and I am excited to continue to be involved in supporting the Company’s partnership strategy and innovation and technology pipeline in my capacity as a Board member, as well as maintain a meaningful investment in the Company. Knowing Bob and his track record, I am confident that under his leadership, the Company will continue to grow for years to come.”

Bob joined Pinnacle as CEO in 2009, and in the last seven years increased by over five times the value of the Company. Prior to joining Pinnacle, Bob served as North American President for Mars Incorporated,

where he managed the Company's portfolio of confectionery, main meal, pet food and retail businesses. Bob joined Mars in 1998, initially serving as Vice President of Marketing for M&M / Mars and then as General Manager of its Chocolate Unit.

Prior to Mars, Bob served as President of Major League Baseball Properties. Bob began his career at Kraft Foods where he served in key marketing, sales, corporate strategy and general management roles. Bob holds an MBA from the Kellogg Graduate School of Management at Northwestern University and a BA in Economics from Bucknell University. He also studied at the London School of Economics. Bob serves on the Board of Directors of Wayfair Inc. and the Grocery Manufacturers Association.

#### **About Keurig Green Mountain, Inc.**

Keurig Green Mountain is reimagining how beverages can be created, personalized, and enjoyed, fresh-made in homes and workplaces. Keurig Green Mountain is a personal beverage system company revolutionizing the beverage experience through the power of innovative technology and strategic brand partnerships. With an expanding family of more than 80 beloved brands and more than 575 beverage varieties, Keurig Green Mountain's Keurig® hot and Keurig® KOLD™ beverage systems deliver great taste, convenience, and choice at the push of a button. As a company founded on social responsibility, Keurig Green Mountain is committed to using the power of business to brew a better world through its work to build resilient supply chains, sustainable products, thriving communities, and a water-secure world. For more information visit: [www.KeurigGreenMountain.com](http://www.KeurigGreenMountain.com). To purchase Keurig products visit: [www.keurig.com](http://www.keurig.com), [www.keurig.ca](http://www.keurig.ca), or [www.keurig.co.uk](http://www.keurig.co.uk).

#### **About JAB Holding Company**

JAB Holding Company is a privately held group focused on long-term investments in companies with premium brands, attractive growth and strong margin dynamics in the Consumer Goods category. The group's portfolio includes a controlling stake in Keurig Green Mountain, a leader in single-serve coffee and beverage technologies, Jacobs Douwe Egberts (JDE), the largest pure-play FMCG coffee company in the world, a controlling stake in Coty Inc., a global leader in beauty, and controlling stakes in luxury goods companies including Jimmy Choo, Bally and Belstaff. JAB also has controlling stakes in Peet's Coffee & Tea, a premier specialty coffee and tea company, Caribou Coffee Company, a specialty retailer of high-quality premium coffee products, Einstein Noah Restaurant Group, Inc., a leading company in the quick-casual segment of the restaurant industry, Espresso House, the largest branded coffee shop chain in Scandinavia, and Baresso Coffee A/S, the first and largest branded coffee shop chain in Denmark. JAB also owns a minority stake in Reckitt Benckiser PLC, a global leader in health, hygiene and home products. In July 2015, Coty announced it had reached a definitive agreement to purchase some of Procter & Gamble's beauty brands to create one of the world's largest cosmetic companies. JAB is overseen by its three Senior Partners, Peter Harf, Bart Becht (Chairman) and Olivier Goudet (CEO). For more information, please visit the company's website at: <http://www.jabholco.com>.

KGM-G

###