



drink well, do good

Stakeholder Engagement **2018**

Stakeholder	How We Engage	Sample Initiatives and Outcomes in 2018
<p>Employees</p> <p><i>Approximately 25,000</i></p>	<ul style="list-style-type: none"> • Intranet • Online collaboration tool: Workplace • Weekly newsletters and executive communications • Town Hall meetings • Employee engagement surveys • Peer-to-Peer Observation program in manufacturing facilities • Source trips to coffee-growing communities 	<ul style="list-style-type: none"> • Launched Workplace to 7,500 office/management employees, giving them a daily opportunity to connect, discuss and share best practices • Reduced Total Recordable Injury Rate (TRIR) in 2018 to 1.21, down from 1.28 in 2017, due to programs like Peer-to-Peer Observation* • 60 employees participated in source trips in five countries; 700+ employees have participated over the lifetime of the source trip program <p><small>*Rates are calculated as frequency of injuries per 100 employees</small></p>
<p>Communities</p> <p><i>We engage in over 100 communities in which we have facilities in North America</i></p>	<ul style="list-style-type: none"> • Employee volunteering • Partner with national and community-based organizations • Philanthropy • Community Relations 	<ul style="list-style-type: none"> • Employees volunteered 34,000 hours in their communities through company programs • 800 employees, across five states, joined in the Day of Service where we partnered with Keep America Beautiful on community park and garden projects • Through our Park Recycling Bin Grant Program, facilitated by Keep America Beautiful, we funded 34 grants to provide recycling bins to local governments and community organizations • Our Let's Play initiative – a partnership with national non-profits KaBoom! and Good Sports – provided more than 250 grants totaling approximately \$3.5M to increase active play opportunities for children and families • Recognized as a Civic 50 honoree by Points of Light
<p>Managed Supplier Base</p> <p><i>Approximately 1,000</i></p>	<ul style="list-style-type: none"> • Supplier Summits • Outreach and communication about our Supplier Code of Conduct • Supplier assessments and remediation process • Social impact investment 	<ul style="list-style-type: none"> • Hosted fifth annual Supplier Collaboration Summit with over 70 of our most valued and strategic suppliers • Supported Blue Harvest to promote sustainable farming practices and increase access to clean water for coffee farmers and communities in Central America • Invested in World Coffee Research to support the development of new coffee varieties, conducted on-farm trials and delivered new climate-smart technologies • Invested in Root Capital efforts to strengthen coffee farmer cooperatives by providing financial management training and financing to 61 producer organizations, serving 45,000 coffee farmers
<p>Consumers and customers</p>	<ul style="list-style-type: none"> • Education and awareness programs on Corporate Responsibility issues • Integrated marketing efforts to encourage purchase of sustainable products and sustainable product use 	<ul style="list-style-type: none"> • Transitioned to 100% recyclable K-Cup® pods, two years early, in Canada. With the transition, we did extensive consumer engagement, directly and through retail and community partners, to develop recycle right behaviors at home. • Promotion of Fair Trade coffee purchases resulted in being named the largest buyer of Fair Trade coffee in the world, for the ninth consecutive year

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Non-profits and NGOs	<ul style="list-style-type: none"> • Collaboration and dialogue with non-profits and NGO organizations, as appropriate, on our key material issues 	<ul style="list-style-type: none"> • Beyond supply chain and philanthropic relationships, we work with The Nature Conservancy to identify and understand the watersheds in the areas where we operate, collaborating on targeted solutions. Since 2011, we have committed \$4.5 million to local chapters in Vermont, Washington, Texas and California and restored a total of 5,390 million liters of water in those communities
Industry <i>Associations & membership organizations</i> <i>Collaborative platforms</i> <i>Business partners</i>	<ul style="list-style-type: none"> • Establish common industry standards, positions and processes • Work with partners, in other industries, in ways that are mutually beneficial • Collaborate with a variety of industry groups to tackle complex challenges across the entire value chain • Partner for mutual benefit and positive impact in co-manufacturing, licensing and distribution agreements 	<ul style="list-style-type: none"> • Continued work as a Founder of the Balanced Calorie Initiative (BCI) to reduce beverage calories by 20% per person across the United States by 2025 alongside the American Beverage Association and the Alliance for a Healthier Generation • Collaborated with the Association of Plastic Recyclers and the Sustainable Packaging Coalition to ensure our coffee pods are recyclable <i>and</i> recycled by consumers via standard development, rigorous testing and accurate product labeling • Investment in and advisory of Closed Loop Fund and The Recycling Partnership to remove obstacles to recycling access and improve profitability of the recycling industry, resulting in 1M+ tons of recycling material collected