

KMAP15



The new **KMAP15** program is a valuable incentive to promote large office segment growth and profitability for Keurig Authorized Distributors (“KADs”).

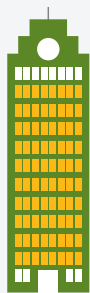
KMAP15 Program Summary:

- Only workplace locations qualify for KMAP15
Workplace Definition: A place of business serving coffee as a benefit to employees or clients. It does not include food service, retail, or home office locations.
- Minimum 400 or more daily Keurig® brewing system users per workplace location required to qualify.
- Upon receipt of KMAP Approval Number, a unique order must be placed for qualified brewers and accessories. KMAP approval number must be referenced on unique order. Brewers and accessories already in inventory will not qualify for KMAP rebate.
- Upon proof of installation the base brewer rebate of 75% will be paid.
- An additional 25% brewer rebate available with optional data sharing.
- Offer expires September 25, 2015.
- Visit Keurig.com/KAD for KMAP15 Term & Conditions



KEURIG
BOLT® BREWER
Z6000
REG. PRICE
\$705
NOW KMAP PRICE*
\$0

STEP 1 Complete the online Approval Form
www.keurigpromo.com/kmaplanding



Beverage Throughput Evaluation

Total # Install Office Locations	
Total Brewer Stations	
Total # of Employees With Daily Access to the Brewer Stations	
Total # of Clients With Daily Access to the Brewer Stations	

STEP 2 Upon approval, the KAD can place the order using the assigned KMAP number.

STEP 3 The KAD submits the Brewer Install Form/sale certification and upon approval receives the following brewer discounts:

* **KMAP15 Rebate Structure** (applies to new brewer orders only)

NO DATA SHARING REQUIRED

Brewer	Description	Brewer List Price	Base KMAP Rebate 75%	Optional Data Sharing 25%**	Price After Full KMAP Net Rebate
K140	K-Cup® Small Office Brewer	\$105	\$78.75	+	\$26.25 = \$0.00
K150	K-Cup® Medium Office Brewer	\$205	\$153.75	+	\$51.25 = \$0.00
K150P	K-Cup® Medium Office Plumbed Brewer	\$240	\$180.00	+	\$60.00 = \$0.00
K3000SE	K-Cup® Large Office Plumbed Brewer	\$705	\$528.75	+	\$176.25 = \$0.00
Z6000	NEW! Bolt® Large Office Carafe Brewer	\$705	\$528.75	+	\$176.25 = \$0.00

STEP 4 Receive 20% discount on the accessories noted below

Description	Item	Qty	Description	Item	Qty
Wire 8 Sleeve Rack	5065		K3000 Cabinet	5067	
Wire 4 Sleeve Rack	5066		K3000 Coin Cabinet	5573	
Wire 12 Sleeve Rack	xxxx		K150 Direct Plumb Kit	5076	
K-Cup® Pack Tower (30 ct.)	5071		K150 Condiment Drawer	5081	
K3000SE Platform/Riser	5558		K150 K-Cup® Pack Display Shelf	5082	
Bolt® Pack Rack	40585		K150 Cup Holder	5083	
Bolt® Thermal Carafe	40566		K-Cup® Pack Storage Dispenser	5092	
Bolt® Wire Rack	40645		K-Cup® Pack Carousel (27 ct.)	5060	

****Keurig Green Mountain KMAP15 Data Sharing Policy**

Introduction

This policy explains Keurig Green Mountain’s practices and expectations when a Keurig Authorized Distributor (“KAD”) shares K-Cup® pack and Bolt® pack customer data with Keurig Green Mountain, for 12 months, beginning on the date the Keurig® KMAP brewers are installed. The policy is intended to help both Keurig and the KAD gain a better understanding of sales performance, pack assortment selection, and the purchasing behavior and growth opportunity of each individual end user account. If the KAD agrees to share this data with Keurig Green Mountain, an additional 25% of the cost of the KMAP Keurig® Brewer(s) will be rebated to an installed KMAP. **Once a KMAP rebate is paid in full to the KAD, Keurig Green Mountain will not request any form of reimbursement if the end user location generates lower than expected K-Cup® or Bolt® pack sales.**

What is data sharing?

Under this policy, the term ‘data sharing’ means the disclosures of the approved KMAP15 end user pack sale data*** by the KAD to Keurig Green Mountain for 12months beginning on the date of Keurig® brewer equipment installation. It does not apply to any other disclosures of personal data from the KAD or its end user accounts, nor to disclosures of data that do not match the information required for a KMAP application. Keurig Green Mountain will routinely share analysis of the collected pack sale data on an ongoing basis with the KAD.

End User Pack Sales Data Requirements:

KMAP Standard Information

- KMAP Approval #
- End User Location Contact Information
- Workplace Size, including # of employees, breakroom, locations
- Brewer Types placed

Data Sharing Information (electronic or hard copy invoices)

- Duration: 12 Months
- Pack Sales: Number of unique SKU units sold, product part#,
- Location Data: End User Ship to information

Safe transmission

Keurig Green Mountain will accept both electronic submissions via a per-generated excel template and/or PDF copies of invoices. Keurig will use the third party **Blue World**, for a variety of technical, administrative and physical ways to keep the end user account data safe.

About Blue World

Blue World (New York), Inc. is service company focusing on data collection and analysis, fulfillment, marketing services, and software application development. Blue World services are specialized for the specific needs of the food service and beverage industries. It has an impressive client base that does business in a wide range of food, beverage and equipment markets. Blue World has experienced astounding growth by focusing on the latest technology and exemplary service to its customers.

Blue World services are provided in a Sarbanes-Oxley compliant environment and it regularly undergoes Type II SSAE 16 audits. Clients’ corporate controls are integrated into Blue World’s applications for transparency and reliable controls of processes and reporting to management.

Blue World collects product sales data in multiple channels and across a full spectrum of its clients’ supply chains from such sources as direct ship, distributor, re-distributors and national chain sales reporting. Cutting edge technology used in smart sales outlets and product recycling solutions can be integrated to provide end-to-end product life cycle analysis. Equipment can be tracked at the individual asset level and can include tracking and aging of warranties, service calls and parts failure rates.

In addition to the suite of proprietary software platforms, Blue World can develop custom software application to meet the specific needs of its clients. Applications range from custom corporate dashboards and CRM systems, promotional platforms, ordering systems and nightly automated status reporting.

Blue World provides marketing services based upon sales data and its knowledge of numerous distribution channels. As data trends become actionable, Blue World can provide fulfillment services for its clients to act for a quick maximized impact. Using the full spectrum of Blue World’s services allows for one stop shopping for its clients’ corporate service needs