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THE **J.M. SMUCKER** Co

NEWS RELEASE

# The J.M. Smucker Company Announces Coffee Price Increases

6/3/2014

ORRVILLE, Ohio, June 3, 2014 /PRNewswire/ -- The J. M. Smucker Company (NYSE: SJM) announced today that it increased the list price for the majority of its packaged coffee products sold in the United States, primarily consisting of items sold under the Folgers<sup>®</sup> and Dunkin' Donuts<sup>®</sup> brand names. Prices increased an average of nine percent on impacted items in response to sustained increases in green coffee costs. The Company's K-Cup<sup>®</sup> packs were excluded from the price increase.

The Company will answer investor related questions during its June 5, 2014, fourth quarter earnings conference call.

Dunkin' Donuts<sup>®</sup> brand is licensed to The J. M. Smucker Company for packaged coffee products sold in retail channels such as grocery stores, mass merchandisers, club stores, and drug stores. This information does not



pertain to Dunkin' Donuts<sup>®</sup> coffee or other products for sale in Dunkin' Donuts<sup>®</sup> restaurants.

## About The J. M. Smucker Company

For more than 115 years, The J. M. Smucker Company has been committed to offering consumers quality products that bring families together to share memorable meals and moments. Today, Smucker is a leading marketer and manufacturer of fruit spreads, retail packaged coffee, peanut butter, shortening and oils, ice cream toppings, sweetened condensed milk, and natural foods products in North America. Its family of brands includes Smucker's<sup>®</sup>, Folgers<sup>®</sup>, Dunkin' Donuts<sup>®</sup>, Jif<sup>®</sup>, Crisco<sup>®</sup>, Pillsbury<sup>®</sup>, Eagle Brand<sup>®</sup>, R.W. Knudsen Family<sup>®</sup>, Hungry Jack<sup>®</sup>, Cafe Bustelo<sup>®</sup>, Cafe Pilon<sup>®</sup>, truRoots<sup>®</sup>, White Lily<sup>®</sup>, and Martha White<sup>®</sup> in the United States, along with Robin Hood<sup>®</sup>, Five Roses<sup>®</sup>, Carnation<sup>®</sup>, and Bick's<sup>®</sup> in Canada. The Company remains rooted in the Basic Beliefs of Quality, People, Ethics, Growth, and Independence established by its founder and namesake more than a century ago. For more information about the Company, visit [www.jmsmucker.com](http://www.jmsmucker.com).

The J. M. Smucker Company is the owner of all trademarks referenced herein, except for the following, which are used under license: Pillsbury<sup>®</sup> is a trademark of The Pillsbury Company, LLC; Carnation<sup>®</sup> is a trademark of Societe des Produits Nestle S.A.; and Dunkin' Donuts<sup>®</sup> is a registered trademark of DD IP Holder, LLC. K-Cup<sup>®</sup> is a trademark of Keurig Green Mountain, Inc., used with permission.

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