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THE J.M. SMUCKER Co

NEWS RELEASE

# The J.M. Smucker Company Announces Price Increase on K-Cup® Packs

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ORRVILLE, Ohio, Dec. 10, 2014 /PRNewswire/ -- The J. M. Smucker Company (NYSE: SJM) announced today that it is increasing the list price on its K-Cup® packs sold in the United States under the Folgers®, Folgers Gourmet Selections®, Cafe Bustelo®, and Millstone® brand names. Prices will increase an average of eight percent. The price increase, which will be effective on January 5, 2015, is in response to sustained increases in costs.

## 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

®, Folgers®, Dunkin' Donuts®, Jif®, Crisco®, Pillsbury®, Eagle Brand®, R.W. Knudsen Family®, Hungry Jack®, Millstone®, Cafe Bustelo®, Cafe Pilon®, truRoots®, White Lily®, Martha White®, and Sahale Snacks® in the United States, along with Robin Hood®, Five Roses®, Carnation®, and Bick's® 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 [jmsmucker.com](http://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® is a trademark of The Pillsbury Company, LLC; Carnation® is a trademark of Societe des Produits Nestle S.A.; and Dunkin' Donuts® is a registered trademark of DD IP Holder LLC. K-Cup® is a trademark of Keurig Green Mountain, Inc., used with permission.

Dunkin' Donuts® 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® coffee or other products for sale in Dunkin' Donuts® restaurants.

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