
PRESS RELEASE



Seattle and Paris, July 23, 2013

Danone and Starbucks Announce Strategic Agreement to Create and Develop an Exclusive Line of *Evolution Fresh, Inspired by Dannon-branded Fresh Dairy Products*

New specialty yogurt products – starting with a freshly-formulated ready-to-eat Greek yogurt parfait – to debut in U.S. Starbucks stores and grocery channels followed by additional regions around the world

Danone (EN Paris: BN), the world's leading producer of fresh dairy products, and Starbucks Coffee Company (NASDAQ: SBUX), the world's leading coffee retailer and roaster of specialty coffees, today announced a strategic agreement to offer a jointly created and developed selection of new, healthy specialty yogurt products in participating Starbucks stores and in grocery channels. This will advance Danone's ambition to expand yogurt consumption in the U.S., while growing Starbucks health and wellness offerings for its customers under the company's *Evolution Fresh* brand.

A new portfolio of delicious and nutritious *Evolution Fresh, Inspired by Dannon-* branded ready-to-eat Parfait Greek yogurt products will be co-created by Starbucks and Danone for exclusive distribution in the U.S. Starbucks will offer the products through its stores in spring 2014, and Danone in grocery channels in 2015. Distribution is planned to be extended to include targeted markets around the world in a second phase that builds upon the success of the U.S. initiative.

"With a fast-growing but still low penetration of the yogurt category, the U.S. remains a key growth opportunity for Danone," said Danone Chief Executive Officer Franck Riboud. "The recent success of the Greek segment and our Oikos brand have confirmed the growing appeal of tasty and nutritious yogurts for U.S. consumers and established Dannon's leadership in the market. We believe this attraction will be further enhanced by our new access to millions of consumers through distribution in Starbucks stores, as well as through the addition of an exciting new brand, *Evolution Fresh, inspired by Dannon.*"

For more information:

Press Relations : +33 1 44 35 20 75 – Investor Relations: +33 1 44 35 20 76
DANONE : 17, boulevard Haussmann, 75009 Paris - France

“Starbucks is committed to evolving and enhancing our customer experience with innovative and wholesome food offerings. Today’s announcement underscores this commitment through the transformation of our existing yogurt offerings and our multi-year agreement with Danone,” said Howard Schultz, Starbucks Chairman, President and Chief Executive Officer. “We are energized by the strong customer response to Evolution Fresh™ offerings, and believe a strategic agreement with Danone, the world leader in fresh dairy products, affords us the perfect opportunity to grow – and elevate - the Evolution Fresh brand both in our stores and in CPG channels.”

Beyond this initiative, Danone and Starbucks will seek additional ways to leverage joint opportunities across other products and markets in the months to come.

The financial terms of the agreement were not disclosed.

About Danone

Danone is an international company present on five continents. The group holds top positions in healthy food through four businesses: Fresh Dairy Products, Baby Nutrition, Waters, and Medical Nutrition. Its mission is to bring health through food to as many people as possible. Danone has more than 190 production plants and around 102,000 employees. In 2012, the company generated sales of over €20 billion, with more than 50% in emerging countries. Listed on NYSE Euronext Paris, Danone is a component stock of leading social responsibility indexes including the Dow Jones Sustainability Indexes, ASPI Eurozone and the Ethibel Sustainability Index.

About Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality *arabica* coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks Experience* to life for every customer through every cup. To share in the experience, please visit us in our stores or online at www.starbucks.com.

Acquired by Starbucks in 2011, Evolution Fresh is the product name for a variety of juices and natural foods that provide high-quality, wholesome, delicious and accessible nutrition to consumers.

Media Contacts Danone Corporate

Agnès Berthet d’Anthonay – Press Relations and External Communications Director

Charlotte Pasternak – Press Relations and External Communications Manager

+ 33 1 44 35 20 75

Contact Media Dannon US

Michael J. Neuwirth - Senior Director of Public Relations

+ 1 914 872 87 08