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DISCOVER THE ORIGINS OF A PERFECT CUP OF *MILLSTONE*® COFFEE

From Inspired Origins to Cups that Inspire: Follow the Bean to Cup Journey Online at Millstone.com

ORRVILLE, OH (October 24, 2012) — Today, the makers of **Millstone**® Coffee invite coffee enthusiasts to experience the journey of the premium Arabica coffee beans that go into every bag of **Millstone** Coffee. Available on Millstone.com, consumers can discover the distinctive “bean to cup” journey – bringing to life the process, precision and care that make each cup of **Millstone** Coffee a premium coffee experience.

“Every cup of **Millstone** Coffee delivers a moment of excellence,” said Maribeth Badertscher, Vice President, Corporate Communications, The J.M. Smucker Company. “**Millstone** Coffee starts with premium Arabica beans and the taste, aroma and variety tell a story of discovery, character and quality. We are thrilled to share the story behind our coffee beans and unveil the journey that ends with the exceptional **Millstone** Coffee that our consumers know and love.”

Millstone Coffee’s premium taste and flavor variety is a result of the brand’s precise bean to cup process that involves an intricate method of growing, roasting, and blending:

- **Growing** – Each bean is handpicked from trees that have been carefully cultivated by coffee farmers. Handpicking protects the trees and ensures only the ripest beans are selected for peak flavor.
- **Roasting** – There are only minutes between a lightly roasted bean and a dark one. **Millstone** master roasters know precisely how long to coax each bean to peak flavor – from mellow and mild to dark and rich.
- **Blending** – This is where art intersects with science. Our master roasters spend two to four years training their palates to detect key attributes that will create the best-tasting blends and make each cup taste exceptional.
- **Enjoying** – Now that you know how much precision and care goes into each cup of **Millstone** Coffee, it’s time to taste the result. The **Millstone** master roasters have taken great care crafting more than 30 blends to suit every coffee drinker’s taste.

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Millstone Coffee is available nationwide at select retailers in more than 30 blends, allowing consumers to find the taste and aroma to suit every palate. Select varieties of **Millstone** coffee are Fair Trade Certified™. By choosing Fair Trade Certified™ products you are directly supporting a better life for farming families through fair prices, direct trade, community development and environmental stewardship. For more information on **Millstone** Coffee, please visit Millstone.com.

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About The J.M. Smucker Company

For more than 110 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 health and natural foods beverages in North America. Its family of brands includes Smucker's®, Folgers®, Dunkin' Donuts®, Jif®, Crisco®, Pillsbury®, Eagle Brand®, R.W. Knudsen Family®, Hungry Jack®, Café Bustelo®, Café Pilon®, White Lily® and Martha White® 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 www.smuckers.com.

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