



## Millstone Holiday Flavors Fact Sheet

- What** To help start the holiday season off on the right foot, Millstone Coffee introduces new Cinnamon Gingerbread flavored coffee at retail stores nationwide. The Millstone holiday lineup, which includes Millstone Pumpkin Spice, Holiday Peppermint, and new Cinnamon Gingerbread, invokes the flavor and aroma of America's favorite holiday treats and provides a taste of the season without having to slave over a hot stove! Millstone Coffee's seasonal flavors are available from October – late December and join the already rich assortment of more than 40 flavors and roasts available in both caffeinated and decaffeinated varieties year-round.
- Holiday Peppermint** Celebrate the holiday season with a gourmet blend of coffee that offers a splash of mint and smooth vanilla finish.
- Pumpkin Spice** Enjoy the taste and aroma of a warm, just-baked pumpkin pie without all of the calories. Millstone Pumpkin Spice flavored coffee is reminiscent of a variety of fresh spices, including pumpkin spice and allspice – a combination of nutmeg, clove, and Jamaican pepper.
- Cinnamon Gingerbread** Warm, familiar flavors of cinnamon and baked gingerbread combine to create this cozy holiday coffee that's perfect for that first morning cup or as a complement to your favorite after dinner dessert.
- Cost** Millstone holiday flavors are available between October – late December at grocery stores nationwide where Millstone is sold, online at <http://www.millstone.com>, or by calling 1-800-SAY-JAVA. While P&G does not set retail prices, a 12 oz. prepacked bag of Millstone ground coffee sells for between \$6.99 - \$7.99.
- About Millstone Coffee** Millstone Coffee, a division of Procter & Gamble (NYSE:PG), is a premium brand coffee with more than 40 flavors and roasts available in both caffeinated and decaffeinated varieties year-round. No matter your palate or passion, Millstone provides a gourmet coffee that's worthy of your mug, including Millstone 100% Organic – a line of Fair Trade and Rainforest Alliance certified blends. Available in both ground and whole bean, Millstone Coffee can be purchased in grocery stores nationwide, online at <http://www.millstone.com>, or by calling 1-800-SAY-JAVA.
- About P&G** Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.
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