

# Keurig Coffee Strikes a Deal With Kraft Foods

Associated Press

NEW YORK (AP) — Keurig Green Mountain says it struck a deal to make Kraft's branded coffees, such as Maxwell House and Gevalia, for its single-serve brewing systems in the U.S.

The companies did not disclose financial terms of the deal.

Keurig, based in Waterbury, Vermont, makes at-home brewing machines that let people make cups of coffee one serving at a time. The company is also working on a machine that would let people make cold, carbonated drinks at home, and has partnered with Coca-Cola to let people make various Coke drinks at home.

Kraft had also announced a deal to distribute packaged McDonald's coffee to supermarkets and other retailers. That deal will mean people will also be able to make McCafe drinks with Keurig machines.

Shares of Keurig rose 9 percent to \$127.79.

**Source URL (retrieved on 01/25/2015 - 5:57pm):**

<http://www.foodmanufacturing.com/news/2014/08/keurig-coffee-strikes-deal-kraft-foods>