Introducing the Next Chapter of the Keurig® K-Cup® Pod System Product Portfolio

Exciting pipeline of brewer and K-Cup pod innovations include new QuickChill technology that delivers the coldest coffee from a Keurig to-date and the most compact Keurig brewer ever offered

BURLINGTON, Mass. and FRISCO, Texas, March 13, 2024 /PRNewswire/ -- Keurig Dr Pepper (NASDAQ: KDP) today announced a roadmap of innovation rooted in meeting the evolving needs of coffee-lovers and delivering against key product attributes including variety, quality, value and sustainability (see also: "Keurig® Reimagines Single Serve Coffee with the Unveil of its Next-Generation Coffee and Brewer Innovation"). The Company's near-term vision includes the following Keurig® brewer and K-Cup® pod offerings:

- **K- Brew + Chill™ brewer**: Launching in fall 2024, this is the first Keurig brewer to offer breakthrough QuickChill Technology™, first brewing hot to extract full flavor then flash-chilling the coffee to a refreshing temperature that's as cold as what a consumer can get from the coffee shop – and 3x colder than Keurig's current Brew Over Ice technology – in less than three minutes. The brewer will also provide the option to brew the same high-quality cup of hot coffee for which Keurig is recognized.
- **Smallest-ever Keurig brewer footprint:** Starting in 2025, the brand will deliver all the quality, variety, and ease of its existing Keurig brewers in new, simplified models that are astonishingly small, in craveable designs and sold at affordable price points.
- **Coffeeshop-style K-Cup pods**: In support of the demand for more coffeeshop-inspired choices from the 45 million homes across the U.S. and Canada with a Keurig brewer, the Company is continuing to innovate within its K-Cup pod portfolio. This spring, Keurig plans to introduce new Green Mountain Coffee Roasters® Oatmilk One Step Lattes as well as two new K-Cup pod varieties designed to be brewed over ice from any Keurig brewer – The Original Donut Shop® ICED Refreshers, a fruit forward, café-quality blend of refreshing flavors including Pineapple Passionfruit and Strawberry Acai, and Green Mountain Coffee Roasters® ICED Cold Brew pods, which contain 100% Arabica coffee beans that are steeped for hours to infuse each sip with a rich, smooth taste.
- **Super-premium brands**: In recognition of the quality coffee Keurig brewers can deliver, the Company continues to attract a broad range of super-premium coffee brand partners including BLK & Bold, illy, Intelligentsia, La Colombe, Lavazza and Philz Coffee, in addition to Kicking Horse and several other exciting new brands launching later this year.
- **Expanded recycling options:** Later this year, Keurig will offer a mail-back recycling program for K-Cup pods via Keurig.com as an option for those consumers who cannot currently recycle their coffee pods locally. K-Cup pods are made from recyclable polypropylene (also known as #5 plastic), which is widely accepted in communities across North America, although not all communities that accept polypropylene accept K-Cup pods. KDP is actively working with communities and recyclers to help increase acceptance of K-Cup pods where they also accept polypropylene.

Experience the full interactive Multichannel News Release here: https://www.multivu.com/players/English/9255652-next-chapter-keurig-k-cup-pod-system-product-portfolio/

Patrick Minogue, President, U.S. Coffee, commented: "Keurig pioneered the single cup coffee category in North America by putting the consumer first and bringing exceptional coffee shop experiences into millions of homes. Our commitment to innovation and choice, including offering the broadest portfolio of coffee brands and revolutionary brewer systems designed to satisfy a wide range of coffee preferences, will continue to propel our future growth. As consumers prioritize more personalized, sustainable and accessible coffee experiences, Keurig is proud to introduce the K-Cup pod system innovation plan – designed for any countertop, drink preference and budget."

Keurig previewed its new K-Brew + Chill brewer in an unveiling video. Consumers are invited to visit https://www.keurig.com/k-brew-chill to learn more.

About Keurig Dr Pepper

Keurig Dr Pepper (KDP) is a leading beverage company in North America, with annual revenue of more than $14 billion and approximately 28,000 employees. KDP holds leadership positions in liquid refreshment beverages, including soft drinks, specialty coffee and tea, water, juice and juice drinks and mixers, and markets the #1 single serve coffee brewing system in the U.S. and Canada. The Company's portfolio of more than 125 owned, licensed and partner brands is designed to satisfy virtually any consumer need, any time, and includes Keurig®, Dr Pepper®, Canada Dry®, Clamato®, CORE®, Green Mountain Coffee Roasters®, Mott's®, Snapple®, and The Original Donut Shop®. Through its powerful sales and distribution network, KDP can deliver its portfolio of hot and cold beverages to nearly every point of purchase for consumers. The Company's Drink Well. Do Good. corporate responsibility platform is focused on the greatest opportunities for impact in the environment, its supply chain, the health and well-being of consumers and with its people and communities. For more information, visit www.keurigdrpepper.com.

Forward-Looking Statements

Certain statements contained herein are "forward-looking statements" within the meaning of applicable securities laws and regulations. These forward-looking statements can generally be identified by the use of words such as "outlook," "guidance," "anticipate," "expect," "believe," "could," "estimate," "feel," "forecast," "intend," "may," "plan," "potential," "project," "should," "target," "will," "would," and similar words. Forward-looking statements by their nature address matters that are, to different degrees, uncertain. These statements are based on the current expectations of our management, are not predictions of actual performance, and actual results may differ materially.

Forward-looking statements are subject to a number of risks and uncertainties, including the factors disclosed in our Annual Report on Form 10-K and subsequent filings with the SEC. We are under no obligation to update, modify or withdraw any forward-looking statements, except as required by applicable law.

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