



# Green Mountain Coffee Roasters



Hannah Houley

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# Green Mountain Coffee Roasters

Mission Statement: We create the ultimate coffee experience in every life we touch from tree to cup- Transforming the way the world understands business.



# History

1981..... Founder Bob Stiller and Green Mountain Coffee Roasters incorporate.

1982..... Production moves to Waterbury, VT.

1989..... Employee Environmental Committee begins meeting and first recycling program is established

1992..... First employee trip taken to a coffee-growing community --Costa Rica. To date, we have sent nearly 18% of our employees on trips "to source."

1993..... Green Mountain Coffee Roasters goes public on Sept. 21, 1993.  
Stock opens at \$10.

Two engineers approach Green Mountain Coffee about developing a single-cup brewing system. Keurig is born!

1995..... Company headquarters moves to Waterbury, VT.  
Company turns a profit.

1997..... ExxonMobil begins serving Green Mountain Coffee.

2000..... Green Mountain Coffee's commitment to Fair Trade begins.  
Signed a contract with TransFair USA to certify our organic coffees.

2005..... Agreement signed with McDonald's to serve Newman's Own Organics Blend in the Northeast.

2006..... Green Mountain Coffee Roasters acquires Keurig, Incorporated.

2008..... 334,000 square foot plant in Knox County, TN opens.

2009..... GMCR announces it will build a 100kW solar array on the roof of its distribution center in Waterbury.

GMCR acquires the Tully's Coffee® brand and wholesale business.

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