

# GMI EXECUTIVE PAY SCORECARD<sup>SM</sup>

Data & analysis provided by GMI-The Independent Leader in Corporate Governance and ESG&A

5 Mar 2012

## Green Mountain Coffee Roasters, Inc.


**GMCR** NASDAQ

Food Processing

Market Capitalization USD:

**\$14,228.40 mm**

### CONCERN LEVEL: **LOW**

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

**CEO: Lawrence J. Blanford**

**Age: 57**

**CEO Since: 2007**

	2009	2010	2011
<b>Base Salary</b>	\$601,077	\$660,096	\$767,692
<b>Discretionary Bonus</b>	\$0	\$0	\$0
<b>Annual Cash Incentive</b>	\$707,351	\$571,200	\$932,000
<b>Benefits and Perquisites</b>	\$22,350	\$23,703	\$5,996
<b>TOTAL ANNUAL COMPENSATION</b>	<b>\$1,330,778</b>	<b>\$1,254,999</b>	<b>\$1,705,688</b>
<b>Increase in Post-Retirement Benefits</b>	\$0	\$0	\$0
<b>Stock Option Awards</b>	\$933,504	\$1,151,208	\$1,889,708
<b>Stock Awards</b>	\$0	\$0	\$0
<b>TOTAL COMPENSATION</b>	<b>\$2,133,092</b>	<b>\$2,406,207</b>	<b>\$3,595,396</b>
<b>Median of Other Named Executive Officers Total Compensation</b>	\$614,751	\$802,358	\$1,050,741
<b>Value Realized on Exercise of Stock Option</b>	\$977,824	\$777,200	\$12,510,643
<b>Value Realized on Vesting of Stock</b>	\$0	\$0	\$0
<b>TOTAL REALIZED EQUITY COMPENSATION</b>	<b>\$977,824</b>	<b>\$777,200</b>	<b>\$12,510,643</b>

Proxy Date: 2 Feb 2012

Annual Meeting Date: 22 Mar 2012

Equity Reserves: 10.43%

Stock Option Run Rate: 0.31%

This report is for informational purposes only, and should not be considered a solicitation to buy or sell any security.

COPYRIGHT 2012| GMI | ALL RIGHTS RESERVED

# Green Mountain Coffee Roasters, Inc.

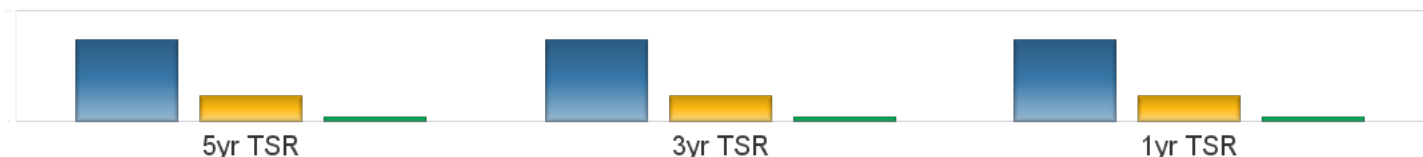
GMCR NASDAQ

Food Processing

Market Capitalization USD: \$14,228.40 mm

## Performance Comparison

■ vs S&P500    ■ vs Industry    ■ GMCR



## Peer Comparisons (TRBC) =Food Processing

### Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
<b>GMCR</b>	<b>Green Mountain Coffee Roasters, Inc.</b>	<b>\$2,133,092</b>	<b>\$2,406,207</b>	<b>\$3,595,396</b>	<b>\$14,228,395,852</b>
GIS	General Mills, Inc.	\$13,378,603	\$12,300,414		\$24,766,675,095
K	Kellogg Company	\$11,419,447	\$7,972,436	\$6,595,113	\$19,254,958,239
ADM	Archer-Daniels-Midland Company	\$15,466,064	\$11,445,650		\$16,571,468,987
HNZ	H. J. Heinz Company (The)	\$24,398,056	\$19,006,263		\$16,242,816,837
MJN	Mead Johnson Nutrition Company	\$9,799,120	\$7,400,374		\$14,037,431,036
CPB	Campbell Soup Company	\$13,107,660	\$12,169,663		\$10,366,506,224

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

### Pay Peer Group

The 2011 primary peer group was: Brown-Forman Corporation, The Campbell Soup Company, Coca-Cola Enterprises, Inc., Dole Food Company, Dr. Pepper Snapple Group, Flowers Foods, Inc., Hasbro, Inc., The Hershey Company, Jarden Corporation, Mattel, Inc., McCormick & Co., Mead Johnson & Company, LLC, Ralcorp Holdings Inc., and The J. M. Smucker Company. The second group of high growth companies includes Cognizant Technology Solutions Corporation, Equinix, Inc., Las Vegas Sands Corporation, MetroPCS Communications, Inc., Netflix, Inc., priceline.com Incorporated, salesforce.com, Inc., Under Armour, Inc., and Western Digital Corporation.

### Performance Peer Group

NA

## COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Douglas N. Daft	Chairman	68	Male	3	Outside
David E. Moran	Member	58	Male	17	Outside
Hinda Miller	Member	61	Female	13	Outside
Michael J. Mardv	Member	63	Male	5	Outside
William D. Davis	Member	62	Male	19	Outside

This report is for informational purposes only, and should not be considered a solicitation to buy or sell any security. Thomson Reuters Business Classification (TRBC) is a global industry classification system that is owned and operated by Thomson Reuters and has been licensed for use by GMI.

COPYRIGHT 2012 | GMI | ALL RIGHTS RESERVED