

Frequently Asked Questions: K-Cup® System

Q: What is the difference between the Keurig® K-Cup® system and the Keurig® Vue® system?

A: The K-Cup® system, Keurig's original brewers, will continue to deliver the ultimate in single cup simplicity. Vue® brewers were created to give consumers a stronger, bigger and hotter cup of coffee – and also the ability to make frothy café beverages. To deliver these features, an entirely new system had to be developed – one that would maintain the simplicity and ease of the earlier system, while addressing consumers' desires to further customize their beverages.

Q: Why do K-Cup® packs cost more than ground coffee?

A: K-Cup® packs generally cost approximately \$0.65 each. If you consider how much you spend on coffee at a coffee shop or how much coffee you throw away from each pot (research shows nearly 1/3 of each pot is thrown away, and premium beans average \$0.35/cup), you might find Keurig to be more economical. Also, Keurig partners with the best gourmet coffee and tea brands to create K-Cup® packs. We use only 100% Arabica beans, which are superior to the commonly used Robusta beans. Because Arabica trees are more fragile, their beans are more expensive so they are rarely used in less expensive mass market brands.

Q: Why does this coffee taste so much better than the specialty coffee I brew at home?

A: You may have noticed that it is very difficult to produce the same specialty coffee house taste in your own home. That is because there are so many variables in brewing that are hard to control in your automatic drip machine including water and coffee amounts, water temperature, brew pressure and coffee grind. Keurig has created a system that removes the variables and produces a consistently great cup of coffee.

Q: Can I purchase K-Cup® packs at my local grocery store?

A: Yes. K-Cup® packs are available in grocery chains nationwide.

Q: Can I purchase K-Cup® packs online?

A: K-cup packs are offered through many retailers including QVC.com and Keurig.com

Q: What does the Keurig Brewed® seal mean?

A: The Keurig Brewed® seal has become the trusted mark of Keurig quality. It is Keurig's commitment of taste, quality and safety. Only products labeled with the Keurig Brewed® seal have been tested and trusted for use with all Keurig® brewers.



Q: Are K-Cup® packs recyclable?

A: The challenge of protecting the freshness of roasted coffee while using environmentally friendly packaging is one that Keurig is committed to overcoming. Keurig is sensitive about the waste created by the K-Cup® packs and is investigating alternative recyclable materials that will meet Keurig's quality standards. As always, the My K-Cup® reusable filter is a great reusable option!

Q: Do I have to wait before brewing a second cup?

A: The Keurig® single cup brewing system is ready to brew another cup in less than twenty seconds.

Q: Why is the Keurig® K-Cup® brewer more expensive than a conventional drip coffee maker?

A: The key features of the Keurig® K-Cup® system are:

- High quality construction and materials set it apart from competition
- Programmable LCD control center (on select models)
- Easy to use and no mess to clean-up
- Ability to enjoy fresh coffee or tea at any time
- Offers over 250 varieties of coffee, tea, hot cocoa and brew over ice beverages

Q: Does the brewer make iced beverages?

A: Keurig makes it easy to brew refreshing iced beverages. Simply fill a plastic cup with ice, select your favorite K-Cup® pack and brew hot over ice with your preferred beverage size. We also offer specially formulated Brew Over Ice K-Cup® packs for the best iced beverage experience. Look for the Brew Over Ice icon!



Q: Does the brewer make espresso or cappuccino?

A: The Keurig® K-Cup® brewer is designed to be a premium coffee and tea system. If you're interested in authentic espresso beverages, the Keurig® Rivo® cappuccino and latte system might be what you're looking for. Visit www.keurig.com for more information about the Rivo® system.

Q: Can other Keurig® branded packs be used with the K-Cup® system or vice versa?

A: K-Cup® packs, Vue® packs and Rivo® packs CANNOT be used interchangeably. Each is a unique system and the packs are not cross-compatible.

Q: How do I get service for my Keurig® K-Cup® brewer?

A: There is a 1 year warranty on the brewer. The brewers are high quality appliances and with proper care, are intended to provide years of satisfying performance. However, should the need arise for warranty servicing, simply call Keurig Customer Service which is available 7 days a week from 7 am to midnight at 866.901.BREW (2739).

Information Provided by Keurig