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Contact: Joost J. den Haan, +31 (0)30 297 22 97
Nathalie Grotenhuis, +31 (0)30 297 20 00

SARA LEE'S COFFEE AND TEA DIVISION CREATES SUSTAINABLE COFFEE SOURCING PARTNERSHIP WITH UTZ KAPEH

Sara Lee to buy certified green coffee and certify suppliers of green coffee through Utz Kapeh Foundation

UTRECHT (March 29, 2004) – Sara Lee's Coffee and Tea division today announced a partnership with the Netherlands-based Utz Kapeh Foundation for buying certified green coffee and certifying green coffee suppliers.

Certification is based on Utz Kapeh's international code of conduct for producers, which sets a standard for environmental, social and economic practices. Sara Lee will make an initial purchase of 2.5 million kilos Utz Kapeh certified coffee from Utz Kapeh's registry of certified farms. Sara Lee also intends to increase the volume of Utz Kapeh certified coffee in the following years and to support its existing projects in coffee originating countries– as managed through the DE Foundation - to become certified and share learnings across all Utz Kapeh certified producers.

"The partnership with Utz Kapeh is in line with Sara Lee's ongoing efforts to contribute to the long-term sustainability of the coffee sector," said Peter Roorda, president of Sara Lee's Coffee and Tea division.

In these ongoing efforts, Sara Lee pursues an integrated approach that focuses on several key elements. Some examples include Sara Lee's investment in projects in coffee originating countries as managed through the DE Foundation, and the company's involvement and active contributions to the development and implementation of the Common Codes for the Coffee Community (the '4C' Initiative). The 4C Initiative matches with Sara Lee's commitment and philosophy on sustainable coffee sourcing. The company believes that implementing a worldwide accepted code of conduct for mainstream coffee, with clear social, environmental, economic and quality criteria for the production of green coffee with a system of control, is the best way to improve sustainability throughout the coffee sector.

“We are proud of our partnership with the Utz Kapeh Foundation, which is a valuable and practical next step for our company to further our commitment to sustainable coffee sourcing in the current absence of a worldwide accepted code of conduct,” added Ms Stefanie Miltenburg, manager Sustainable Business for Sara Lee’s Coffee and Tea division.

The Utz Kapeh Foundation is a non-profit foundation established as a partnership between coffee producers, roasters and Non -Governmental Organizations (NGOs). Its purpose is to provide a credible and transparent means for mainstream coffee companies to contribute to sustainability at the producer level. Utz Kapeh’s code of conduct for producers sets a standard for environmental, social and economic practices. Combined with better terms of trade and chain of custody, Utz Kapeh provides assurance for responsible coffee sourcing. Today, Utz Kapeh certifies thousands of coffee producers in countries in Central America, Asia and Africa, and an increasing number of coffee brands is partnering with Utz Kapeh. Together they are contributing to a growing market for responsibly produced coffee.

Sara Lee Coffee and Tea is a division of Sara Lee Corporation and is managed by Sara Lee/DE in the Netherlands. Sara Lee/DE manages the corporation’s worldwide Coffee and Tea and Household Products divisions. Sara Lee Corporation (www.saralee.com) is one of the world’s leading branded consumer packaged goods companies, selling its products in nearly 200 countries. The company has three global businesses – Food and Beverage, Branded Apparel, and Household Products – through which it manufactures and markets products of exceptional quality and value under leading, well-known brand names such as *Sara Lee, Douwe Egberts, Chock full o’Nuts, Kiwi, Ambi Pur, Sanex, Earth Grains, Jimmy Dean, Hanes, Playtex, Bali and Dim.*

Editor’s Note:

A high resolution photo of Messrs Peter Roorda (president Sara Lee’s Coffee and Tea division) and David Rosenberg (director Utz Kapeh Foundation) signing the Letter of Intent, is available upon request: cpr@saralee-de.com

For more information about Sara Lee/DE: www.saralee-de.com

For more information about the Utz Kapeh Foundation: www.utzkapeh.org

For more information about the 4C Initiative: www.sustainable-coffee.net