

ORRVILLE, Ohio, Feb. 8, 2011 /PRNewswire/ -- The J. M. Smucker Company (NYSE: [SJM](#)) announced today that it increased the list price for the majority of its coffee products sold in the United States, primarily consisting of items sold under the *Folgers®* and *Dunkin' Donuts®* brand names. Prices will increase an average of 10 percent on impacted items.

The increase in price is driven by sustained increases in green coffee costs. The Company is currently in its quarter-end quiet period and, therefore, will answer investor related follow up questions during its February 17, 2011, fiscal third quarter earnings conference call.

*Dunkin' Donuts®* brand is licensed to The J. M. Smucker Company for packaged coffee products sold in retail channels such as grocery stores, mass merchandisers, club stores, and drug stores.

This press release does not pertain to *Dunkin' Donuts®* coffee or other products for sale in *Dunkin' Donuts®* restaurants.