

Keurig® Digital Platform

—
Keurig OS
Design System

Keurig® OS

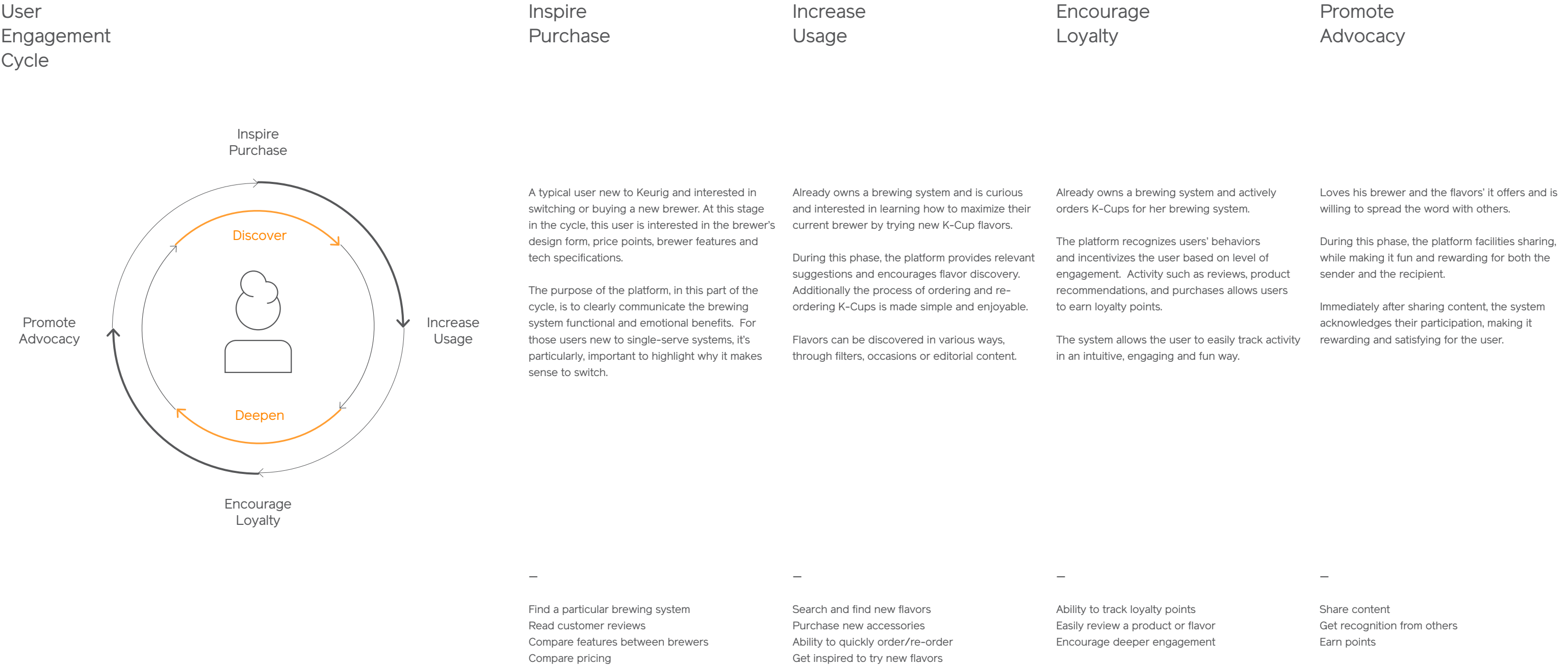
KeurigOS enables **discovery**, and **deepens** experiences through meaningful interactions.

The KeurigOS creates a brand experience that effortlessly recognizes user needs, tastes, location and lifestyle. It also provides each Keurig® user an experience that is joyful, memorable and valuable.

Keurig
OS

KeurigOS enables **discovery**, and **deepens** experiences through meaningful interactions.





Keurig® Design System

—
The purpose of the design system is to help establish and define the foundational design principles that will guide Keurig.com and future digital properties.

Index

- Brand Color System
- Typography
- Iconography
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- Lifestyle Photography
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- Grid System
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- Navigational Elements

Brand Color System

The Keurig digital color palette is primarily made up of these colors and shades.

Black and shades of blue/gray dominate, with yellow reserved for primary buttons roll-overs, selected and highlight states.

Additional colors will be labeled throughout.



K-Yellow
#ffaf00
R:255 G:175 B:0

- Used for:**
- Graphic elements
 - Primary buttons
 - Link arrows
 - Text links on images
 - Selected text states



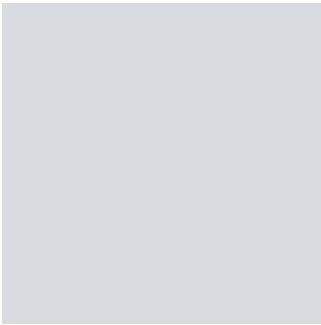
K-Blue 1
#929aa5
R:146 G:154 B:165

- Used for:**
- Text links
 - Navigational icons
 - Monetary text content
 - Graphic elements
 - Active navigational states



K-Blue 2
#c1c6cc
R:193 G:198 B:204

- Used for:**
- Secondary buttons



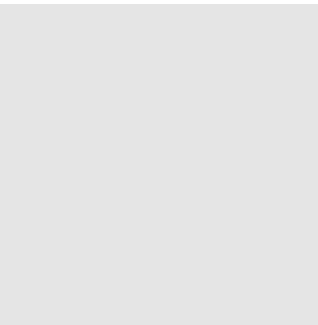
K-Blue 3
#d8dce0
R:216 G:220 B:224

- Used for:**
- Section dividers
 - Stroke for boxed content



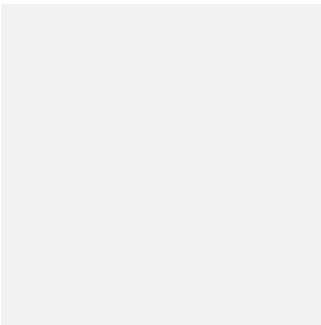
K-Black
#1e1e1e
R:30 G:30 B:30

- Used for:**
- Body text
 - Graphic elements



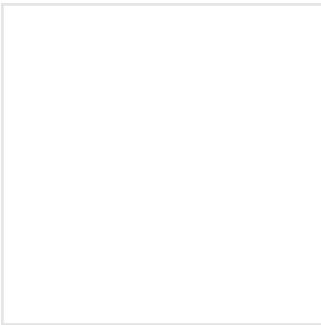
K-Gray 1
#e5e5e5
R:229 G:229 B:229

- Used for:**
- Page background



K-Gray 2
#f2f2f2
R:242 G:242 B:242

- Used for:**
- Page background
 - Graphic elements



White
#f2f2f2
R:255 G:255 B:255

- Used for:**
- Page background
 - Reversed text
 - Tertiary buttons



K-Red
#fe4747
R:254 G:71 B:71

- Used for:**
- Error messages
 - Graphic negative elements

Typography

Bold.
Neutral.
Clear.

Bold
Keurig's typography is bold and confident.
Messages are direct and with intent.

Neutral
Function over style, Keurig's typeface can easily
co-exist with other brands harmoniously, without
clashing.

Clear
Our typeface communicates messages clearly
and direct. They're told in a way that's believable
and compelling.

Reader

AaBcCdDdEeFfGg
HhIiJkKkLlMmNnOo
PqQqRrSsTtUuVv
WwYyZz

—
1234567890

ABOUT READER

Reader is a neo-grotesque typeface initially created in a medium weight, and now re-cut into a base family of six weights with an additional seventh in the form of Reader Black. The typeface itself has been referenced from an RSPB letter dating 1972. The original typeface, which is unknown, was a monospaced, rounded face. It had geometric proportions which felt like they wanted to break free of the restrictions of a monospaced grid.

The construction and geometric properties from this type were taken into the sketching process of Reader but without the monospaced grid. The proportions of the typeface were rebalanced to give it a neo-grotesque, 1960's swiss style feel, but also referencing the symmetry and geometry of the bauhaus. Weight has also been added to the face, giving a subtle stress to the characters and allowing easy readability. The ends of every stem, originally rounded, have been cut off, replaced with horizontal and angled edges to allow for evenly spaced typesetting.

The name takes itself from the original reference of whom the letter is addressed to – Reader.

ABOUT THE FOUNDRY

Colophon is an independent type foundry set up by London-based design studio, The Entente (Anthony Sheret & Edd Harrington).

As well as distributing and acting as a platform for fonts designed by The Entente, it selects fonts designed by other designers to distribute and create products for.

Working in a similar way to that of a publishers, some typefaces that are released by Colophon will be in a limited edition. These fonts will be unique in its edition, ranging from 50-500.

Colophon also offers a selection of specimen books and a range of miscellaneous products. These are all produced in a limited edition.

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Hackney Downs Studios,
3–17 Amhurst Terrace,
Hackney, London
E8 2BT
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abc@colophon-foundry.org

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08

GREEN MOUNTAIN
COFFEE®

Breakfast
Blend

/ Example Headline
and Capitals

Example sub-headline uses sentence
case typography and punctuation.

Body copy, headline and sub-headline
copy can be centered. However in long
descriptive instances all copy should
be left justified as shown here. Lorem
ipsum dolor sit amet, consectetur
adipiscing elit. Nunc eu mollis elit. Duis
sodales bibendum lorem vitae porttitor.
Nunc sollicitudin commodo mi at
blandit. Proin erat eros, elementum at
tortor condimentum, adipiscing cursus
magna. Aenean at massa vitae urna
sollicitudin luctus.

186 User Reviews



Example Headline
Capitals Letters

Example sub-headline uses sentence case
typography and punctuation.

Desktop & Tablet
Typography

TYPOGRAPHY

The following type styles are the most frequently used formats throughout Keurig.com.

See HTML Wrapper for examples and reference.
<http://keurig-htmlprototype.dev.tech.ny.havasww.com/>

Name	Sample	Typeface	Hex	Pt Size/Leading/Kerning
B1	Body 1	Reader Regular	1E1E1E	22/28/0
B2	Body 2	Reader Regular	1E1E1E	18/24/0
B3	Body 3	Reader Regular	1E1E1E	15/22/0
B4	Body 4	Reader Regular	1E1E1E	13/15/0
BT1	Body Title	Reader Medium	1E1E1E	15/22/0
BT2	Body Title	Reader Medium	1E1E1E	18/24/0
H1	Headline 1	Reader Regular	1E1E1E	48/54/0
H2	Headline 2	Reader Regular	1E1E1E	36/42/0
H3	Headline 3	Reader Regular	1E1E1E	30/36/0
H4	Headline 4	Reader Regular	1E1E1E	24/28/0

Desktop & Tablet
Typography - Links

TEST LINKS
& CALLS-TO-ACTION

The following are examples of text link calls-to-action to be used throughout Keurig.com.

Text Links are typically used within promotions and touts and always shown at the end of a sub-headline.

See HTML Wrapper for examples and reference.
<http://keurig-htmlprototype.dev.tech.ny.havasww.com/>

Name	Inactive State	Hover/Active State	Typeface	Hex	Pt Size/Leading/Kerning
L1	Text Link	Text Link	Reader Medium	FFAF00 - F19700	18/22/0
L2	Text Link	Text Link	Reader Medium	FFAF00 - F19700	15/22/0
L3	Text Link	Text Link	Reader Regular	929AA5 - F19700	18/22/0
L4	Text Link	Text Link	Reader Regular	929AA5 - F19700	15/22/0
L5	> Text Link	> Text Link	Reader Regular	1E1E1E - F19700	18/22/0
L6	> Text Link	> Text Link	Reader Regular	1E1E1E - F19700	15/22/0
L7	Text Link	Text Link	Reader Medium	1E1E1E - F19700	18/22/0
L8	Text Link	Text Link	Reader Medium	1E1E1E - F19700	15/22/0
<div>> Link Arrow #ffaf00 R:255 G:175 B:0</div>					

Desktop & Tablet Buttons

BUTTON HIERARCHY

1. Primary Button
2. Secondary Button
3. Tertiary Button / Text Links

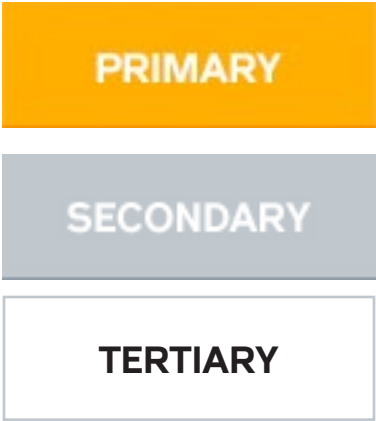
Button styles reflect the hierarchy of action. Purchase related calls-to-action use the K-Yellow color. Informational buttons use K-Blue.

Text Links with link arrows are typically used at the end of large bodies of copy.

BUTTON WIDTHS

Button capsules should be a minimum width of 100px. Text within capsules should have a minimum margin of 2 characters on either side.

Inactive State



> Text Link

Hover/Active State



> Text Link

Hover/Active (if button action is secondary)



Font:
Reader Bold (UPPERCASE)

Pt Size/Leading/Kerning:
15/22/0

Iconography (desktop)

ACTION ORIENTED ICONS

Action Oriented Icons are icons that a user can interact with.

Examples:
Receiving more information
and Tool-tips
Icons with Navigation
Interface Controls

Action Oriented Icons are typically made with the color #929aa5 with a 1-2px circular outer stroke.

Their size can range from 30x30px to 124x124px.

INTERACTION ICONS

Inactive State

Hover/Active State

Navigational icon (yellow)
30px X 30px / 2px stroke



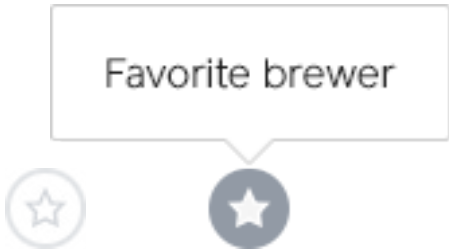
Navigational icon (blue)
30px X 30px / 2px stroke



Navigational icon (top nav)
50px X 50px / 2px stroke



Tool tip
1px stroke



Inactive State

Hover/Active State

Play button (small)
27px X 27px / 1px stroke



Play button (medium)
52px X 52px / 2px stroke



Play button (large)
124px X 124px / 4px stroke



Iconography (desktop)

SUPPORTING ICONS

Support Icons are visual graphics that are used to help illustrate or highlight a piece of content/information.

They are typically shown as graphic elements and do not have active and inactive states.

STATIC ICONS

Link arrow (yellow)



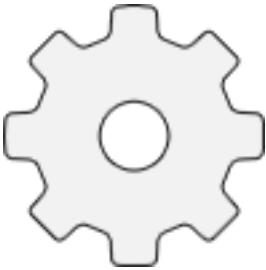
Link arrow (blue)



Graphical support (small)
1px stroke



Graphical support (big)
1px stroke



Tab-menu graphic
element



Product compatibility



Mobile
Typography
(retina)

The following type styles are the most frequently used formats throughout the Keurig.com mobile experience.

See HTML Wrapper for examples and reference.
<http://keurig-htmlprototype.dev.tech.ny.havasww.com/mobile.html>

Name	Sample	Typeface	Hex	Pt Size/Leading/Kerning
mB1	Body 1	Reader Regular	1E1E1E	24/30/0
mB2	Body 2	Reader Regular	1E1E1E	20/26/0
mBT	Body Title	Reader Medium	1E1E1E	24/30/0
mH1	Headline 1	Reader Regular	1E1E1E	48/54/0
mH2	Headline 2	Reader Regular	1E1E1E	36/42/0
mH3	Headline 3	Reader Regular	1E1E1E	30/36/0

Mobile Typography - Links (retina)

TEST LINKS & CALLS-TO-ACTION

The following are examples of text link calls-to-action to be used throughout the Keurig.com mobile experience.

Text Links are typically used within promotions and touts and always shown at the end of a sub-headline.

Typically Hover states are not needed in mobile, however they are still recommended to capture as Tap states and Selected States.

See HTML Wrapper for examples and reference.
<http://keurig-htmlprototype.dev.tech.ny.havasww.com/mobile.html>

Name	Inactive State	Tap/Active State	Typeface	Hex	Pt Size/Leading/Kerning
<div>mL1</div>	Text Link	Text Link	Reader Medium	FFAF00 - F19700	24/32/0
<div>mL2</div>	Text Link	Text Link	Reader Regular	929AA5 - F19700	24/32/0
<div>mL3</div>	> Text Link	> Text Link	Reader Regular	1E1E1E - F19700	24/32/0

Mobile Buttons (retina)

BUTTON HIERARCHY

- 1. Primary Button
- 2. Secondary Button
- 3. Tertiary Button / Text Links

Button styles reflect the hierarchy of action. Purchase related calls-to-action use the K-Yellow color. Informational buttons use K-Blue.

Text Links with link arrows are typically used at the end of large bodies of copy.

BUTTON WIDTHS

Button capsules should be a minimum width of 100px. Text within capsules should have a minimum margin of 2 characters on either side.

Inactive State

Tap/Active State

Hover/Active (if button action is secondary)



Font:
Reader Bold (UPPERCASE)

Pt Size/Leading/Kerning:
24/30/0



Link Text











Link Text

> Text Link

> Text Link

Iconography
(mobile - retina)

INTERACTION ICONS	Default	Hover/Active
Navigation icon (yellow) 30px X 30px / 2px stroke		
Navigation icon (blue) 30px X 30px / 2px stroke		
Back button		
Play button 50px X 50px / 2px stroke		

Iconography

(mobile - retina)

STATIC ICONS

Link arrow (yellow)



Link arrow (blue)



Menu graphical support

1px stroke



Product compatibility



Brewer
Photography

Premium.
Smart.
Desirable.

Premium
Elevate the way the brewers are presented by displaying the product on clean and uncluttered surfaces — against neutral backgrounds. Highlight the form factor by using dramatic cropping and lighting, while still feeling natural and not overly staged.

Smart
Highlight the friendly and ease-of-use qualities of the brewer. Demonstrate the convenience of a single-serve system using simple / straight-on shots.

Desirable
Make the product desirable, something you'd proudly showcase in your home or office kitchen counter.







Appetite
Photography

Delicious.
Occasion-based.
Sensorial.

Delicious
Display K-Cups, cups and beverages
around snacks, foods or fresh fruits.

Occasion-based
Display all beverages around a
particular occasion. From a Sunday
brunch, to a casual set of bagels at the
work place. Spark ideas, remind users
that there's a flavor and beverage for
every occasion.

Sensorial
Trigger all 5 five senses. Show a cut
lemon or fresh grapes. Invite the
viewer to get closer to the taste. Make
the viewer thirsty.











Lifestyle
Photography

Authentic.
Joyful.
Dynamic.

Authentic
Capture a realistic and relatable human feeling. The viewer should feel like they are taking part in the photograph as opposed to just viewing a photograph.

Joyful
Highlight the friendly and open nature of Keurig. Enjoying the brew you love should feel like a joyful experience.

Dynamic
Crop images and use compositions that feel exciting and engaging. This allows for focused storytelling and attention to detail.





Brand Stories

Authentic.
Distinct.

Authentic
Every brand story is unique. Lets tell in a way that is relevant and reflects their roots and heritage.

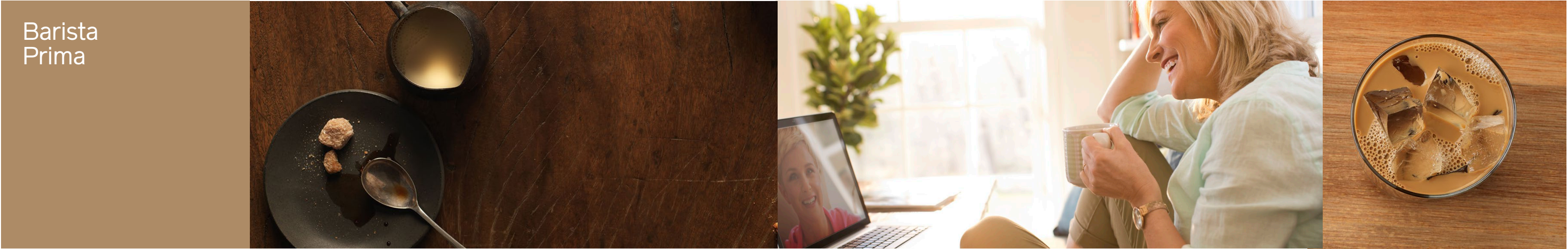
Distinct
Not all brands look alike, so we've created a design system that is flexible house each of the brand's look & feel, while working harmoniously within the overall Keurig® brand.





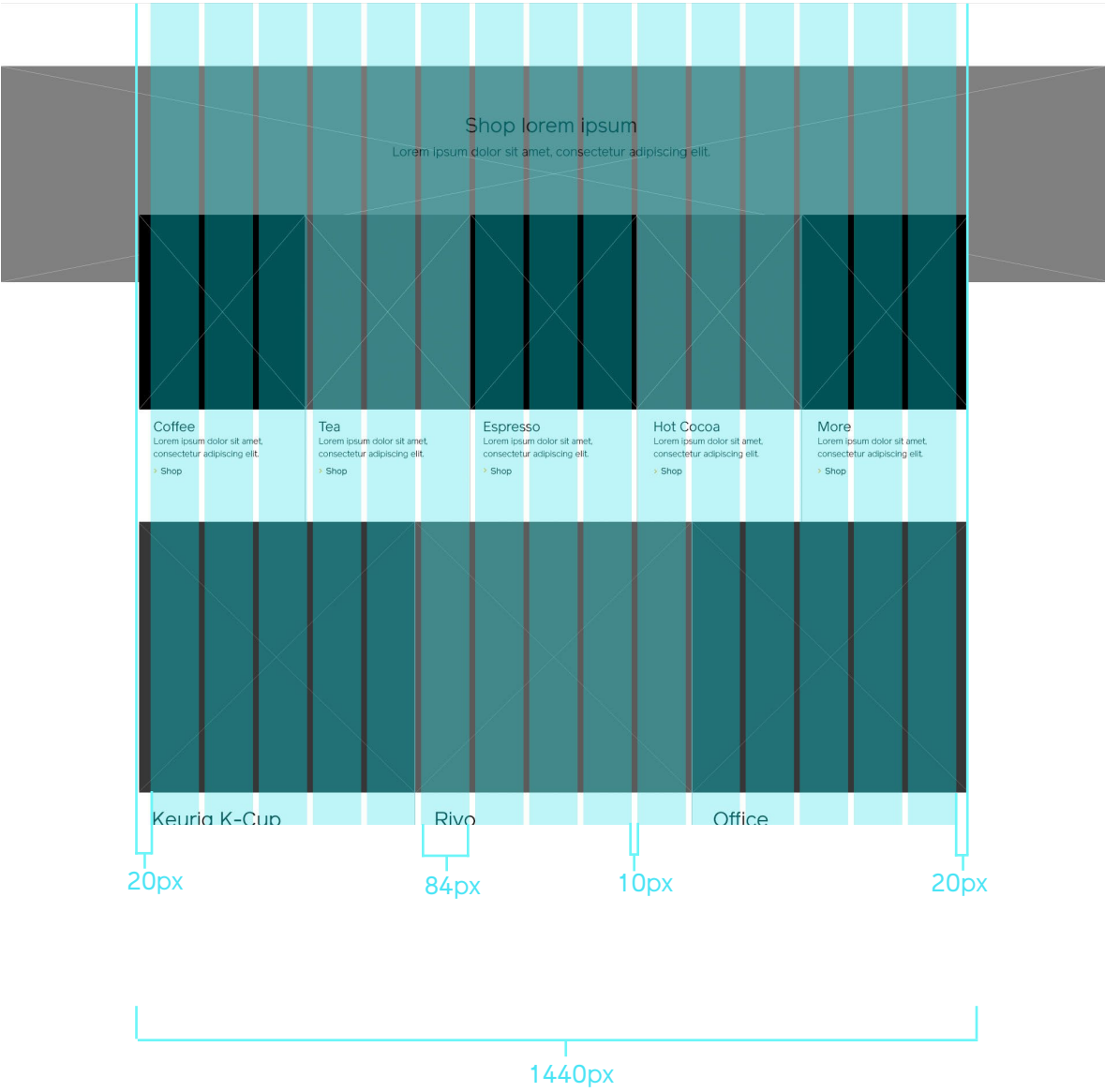




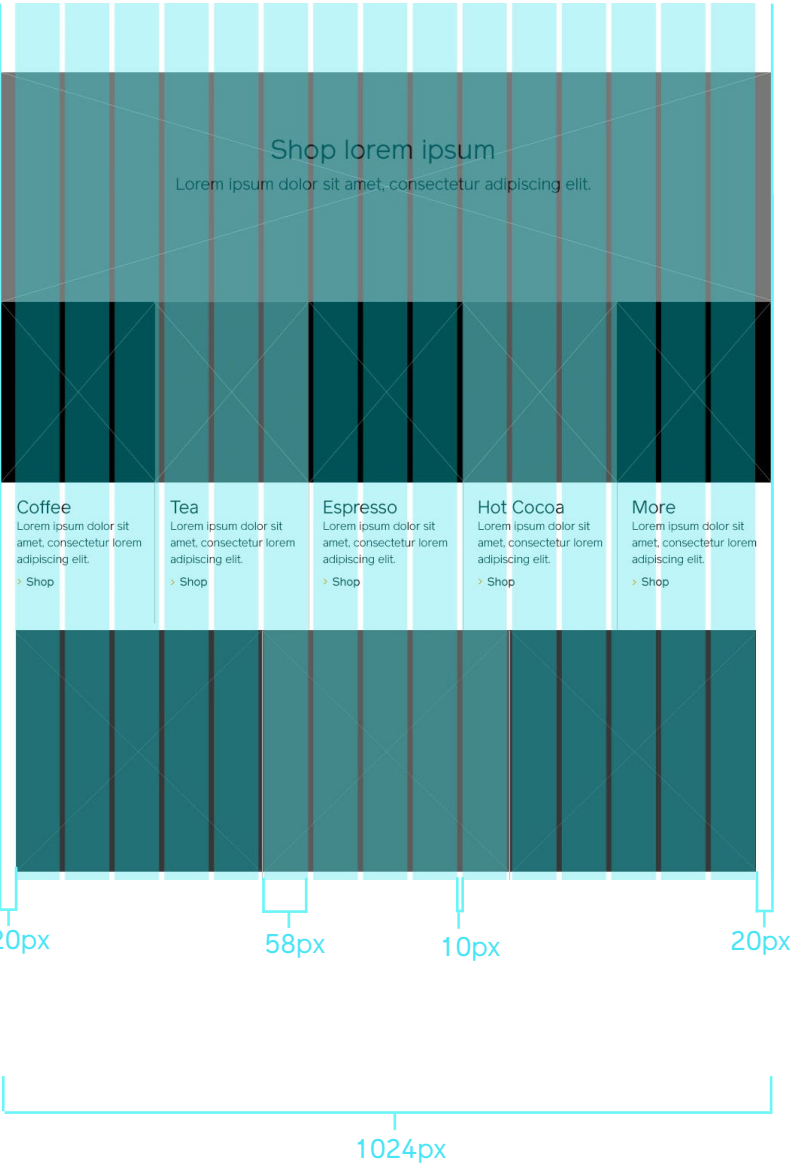


Grid System

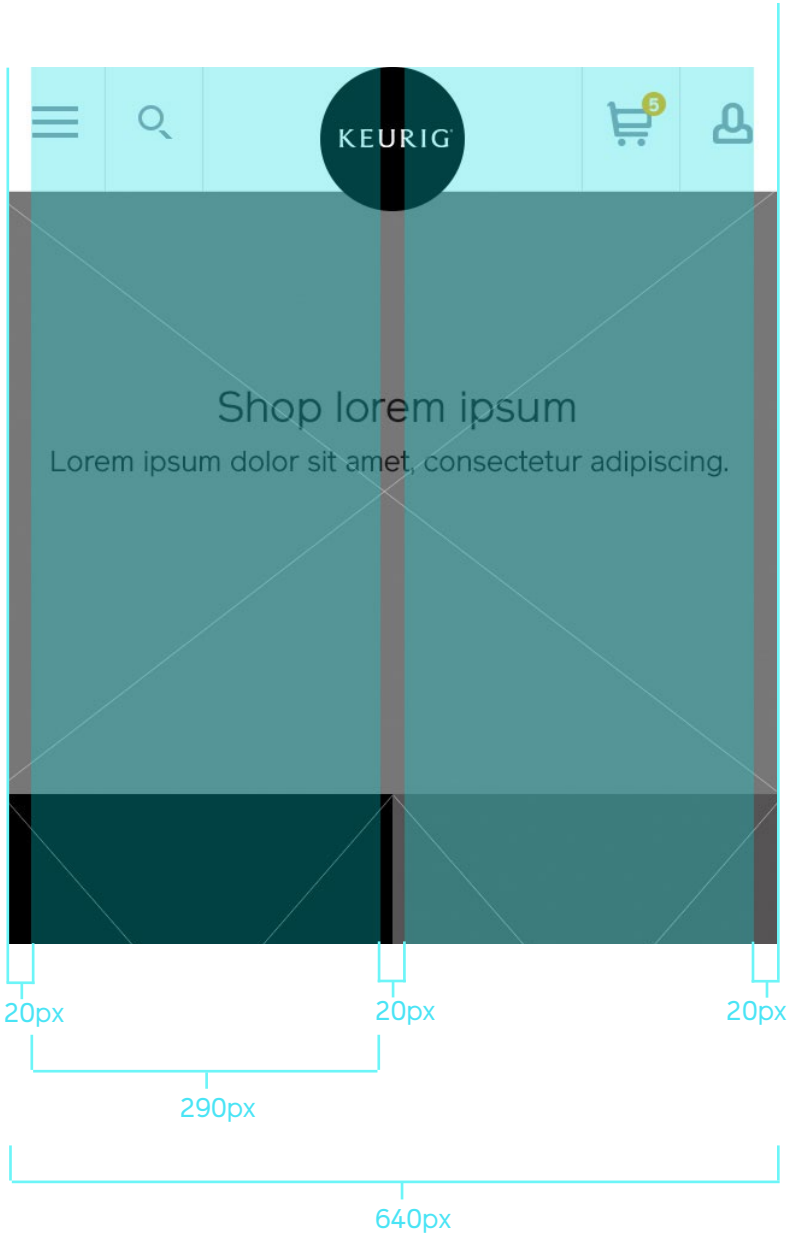
Desktop
15 Column Grid



Tablet
15 Column Grid



Mobile
2 Column Grid

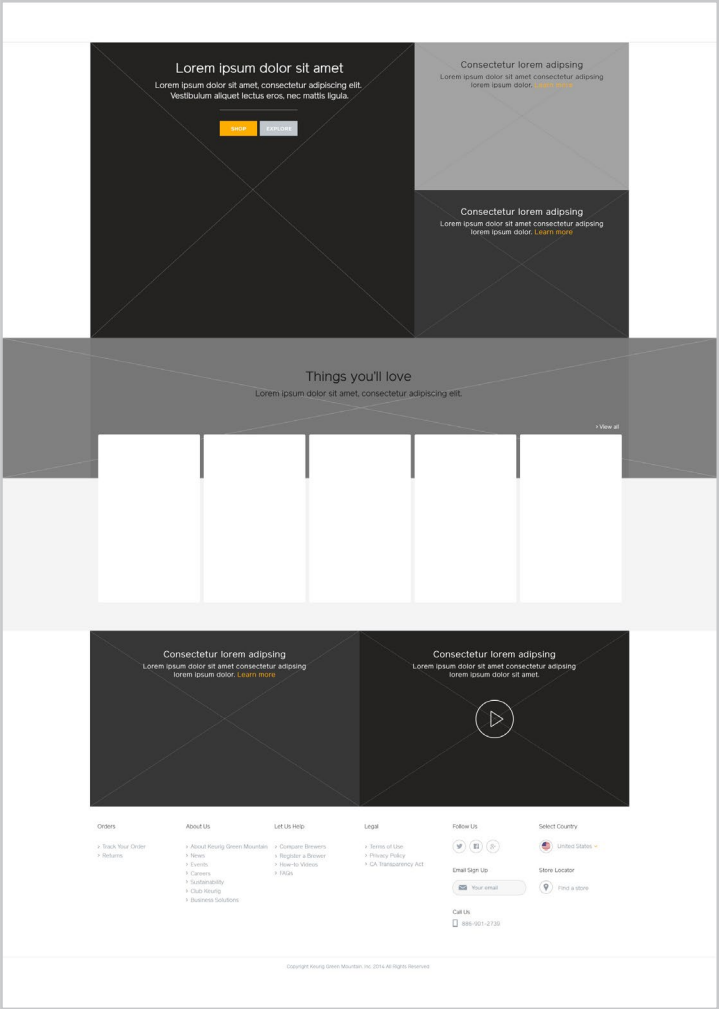


Templates & Modules

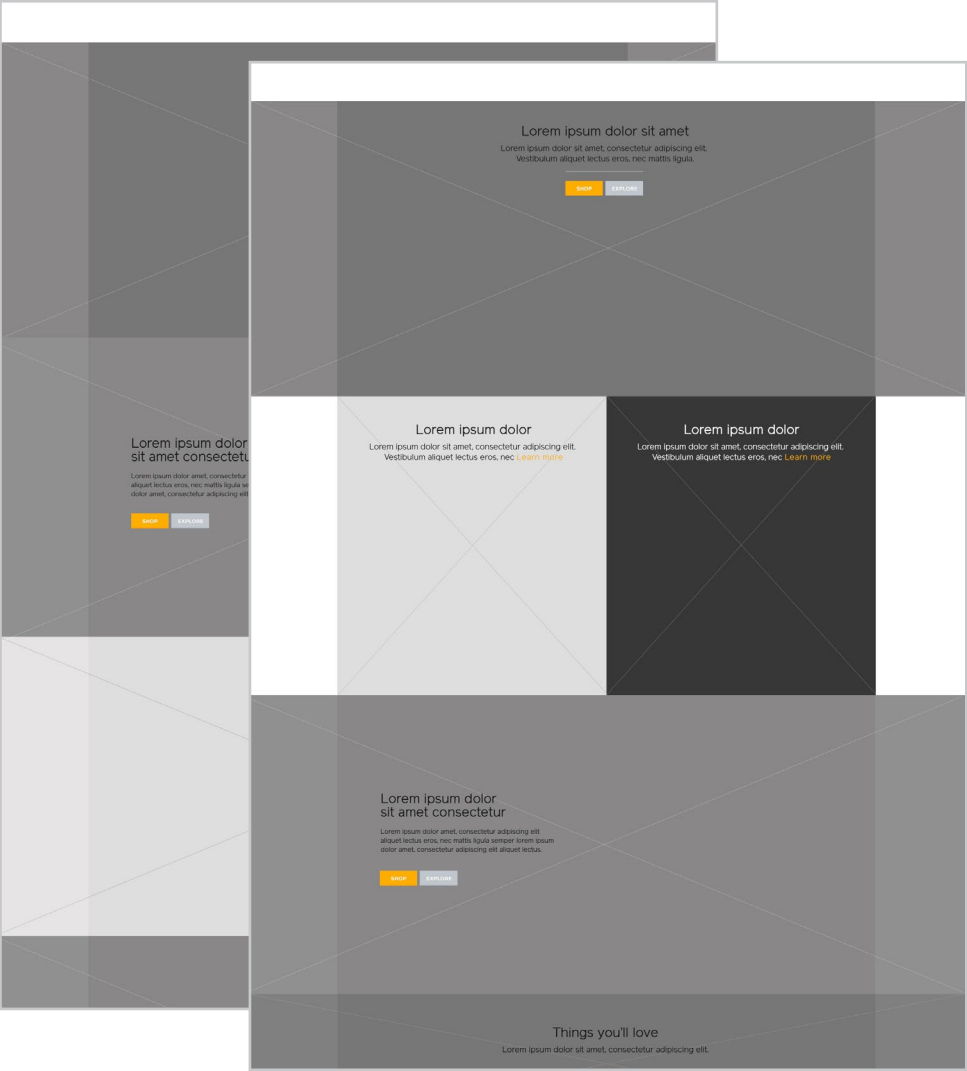
PAGE TEMPLATES

Page Templates will be used to create the individual pages of Keurig.com. Different page templates can accommodate various kinds of modules within them.

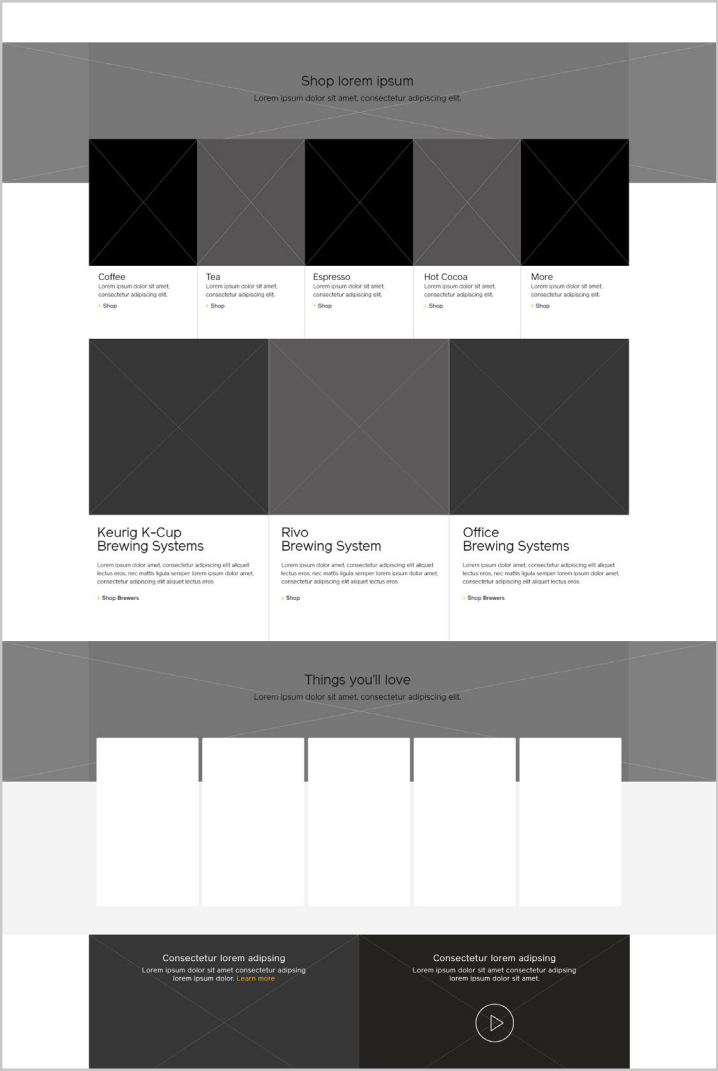
Homepage Template



Storytelling Templates



Store Template



Desktop Templates & Modules

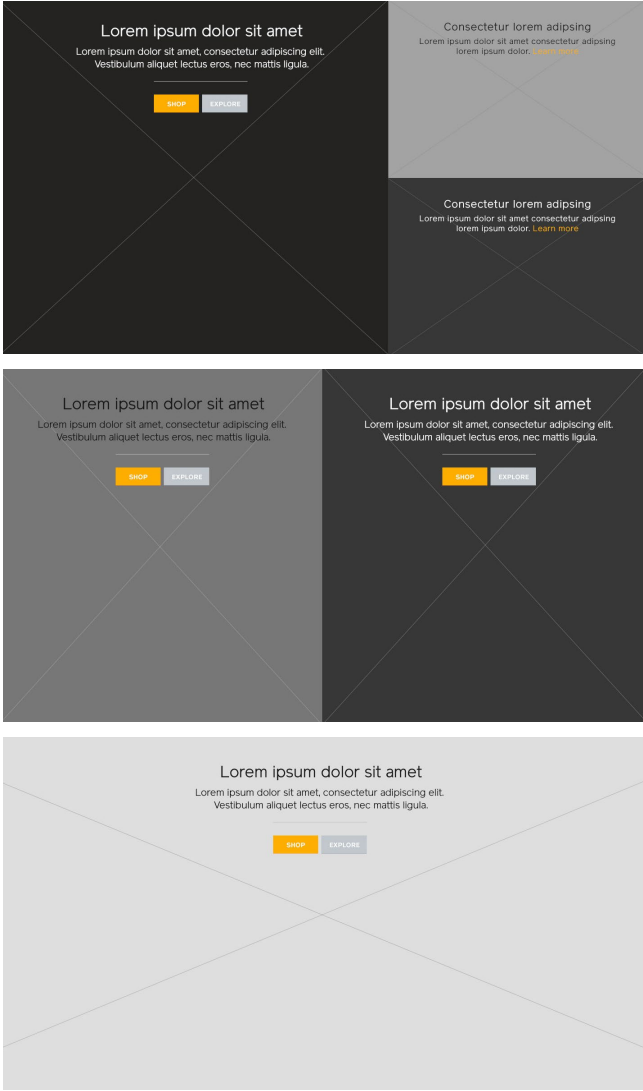
MODULES

Modules make up individual sections within a page template. Their order and placement within a page template is absolute.

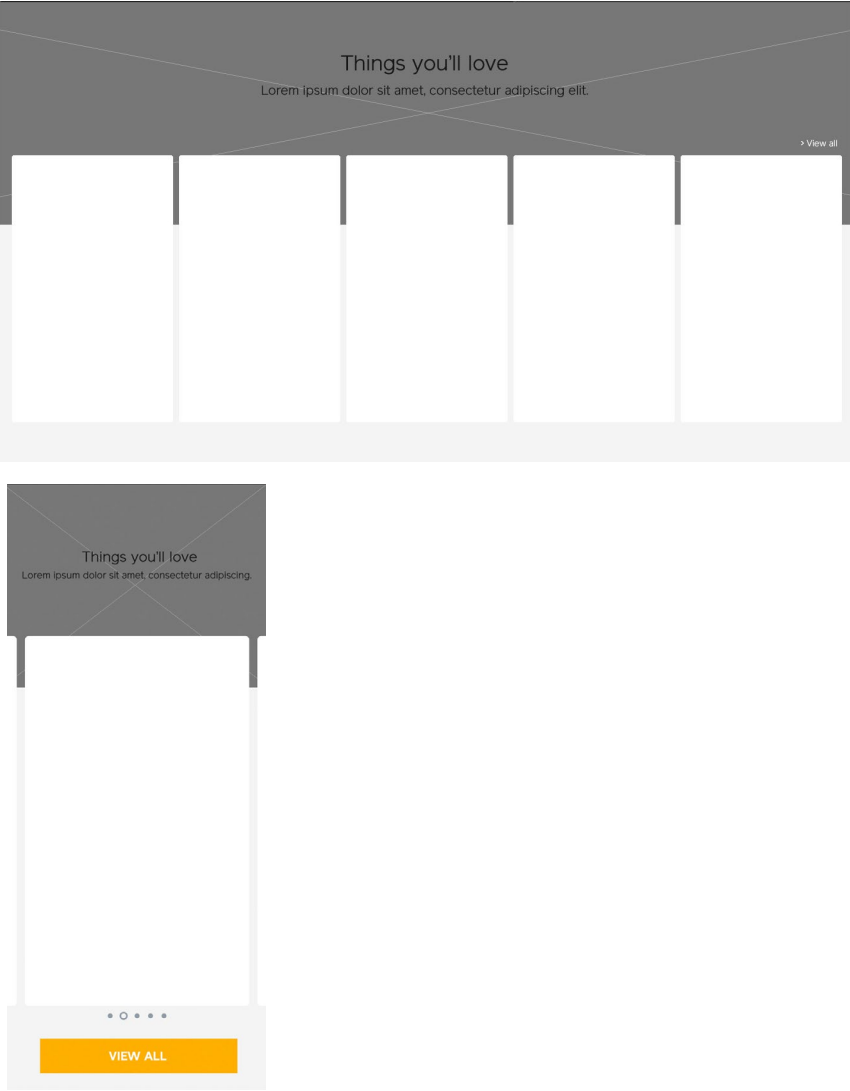
The variations of module options are what make up the different types of Page Templates.

* Within subsequent .com releases modules will be able to be re-ordered to create more curated and personalized experiences.

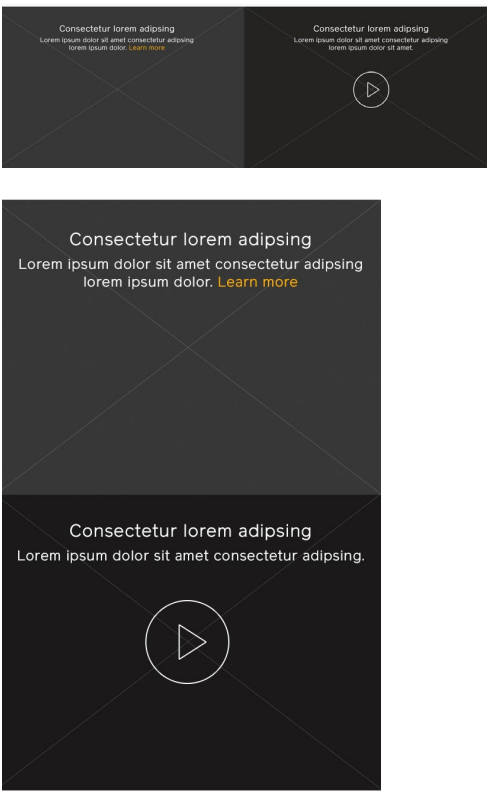
Modules w/ multiple layout options



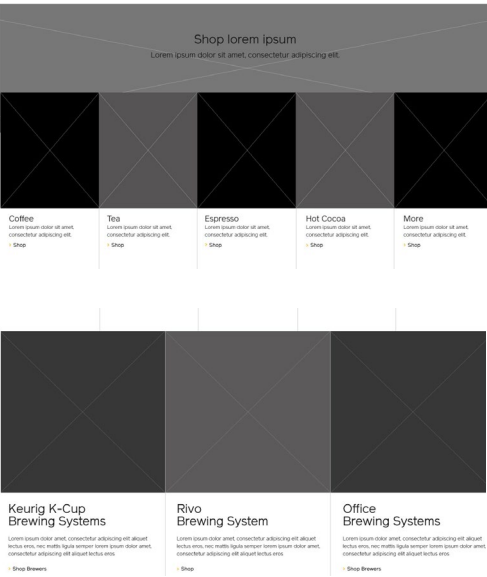
Category Modules



Merchandising, Features Modules



Multiple Items Modules



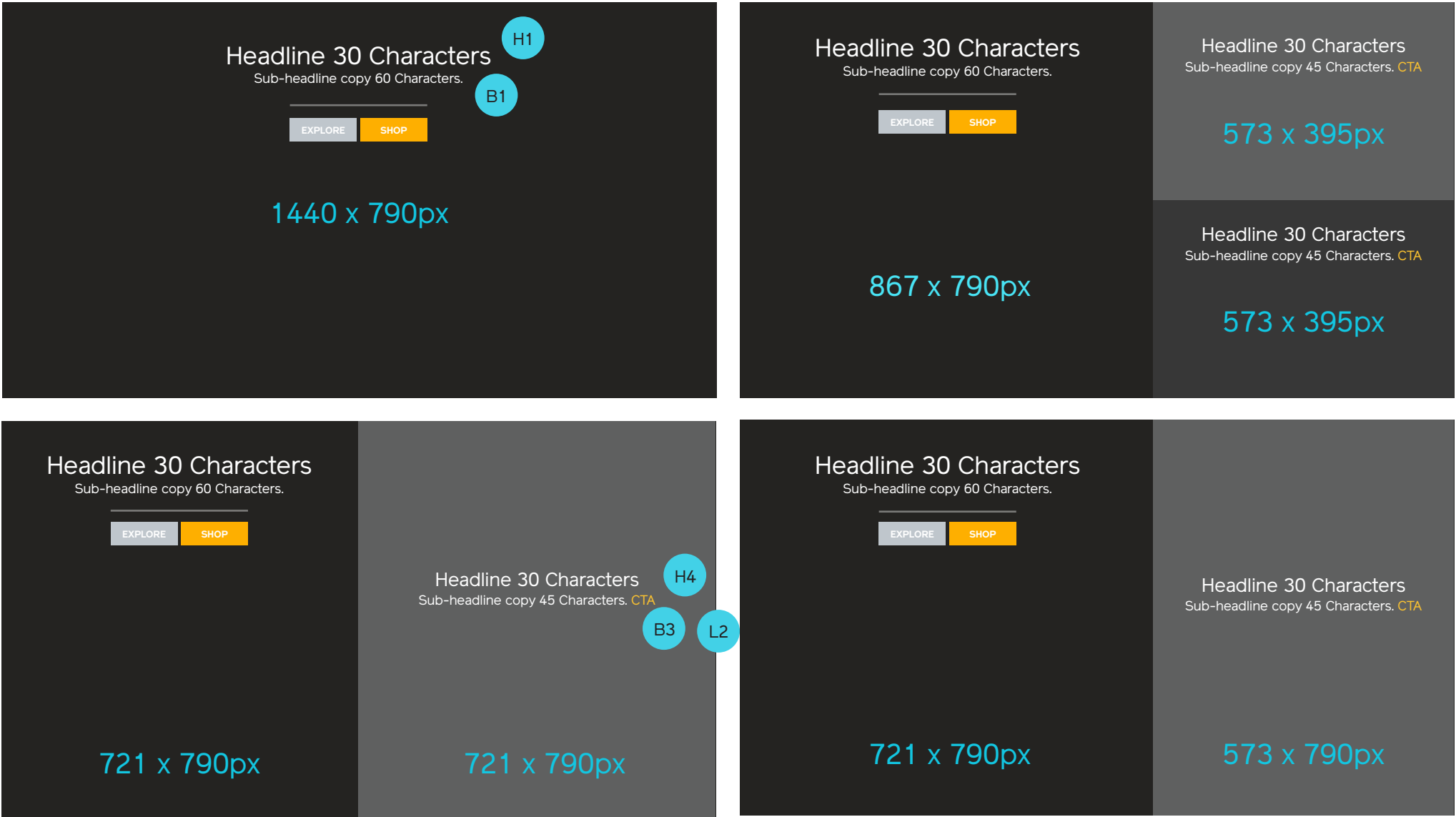
Desktop Templates & Modules

HERO MODULES

Hero Modules are used as the initial module of a page.

They contain three different options in terms of the amount of messaging desired - one main message with one to two supporting messages.

Main messaging is allowed two calls-to-action made up of a yellow button for “Shop” related CTAs and one grey button for “Explore” and “Learn” CTAs.



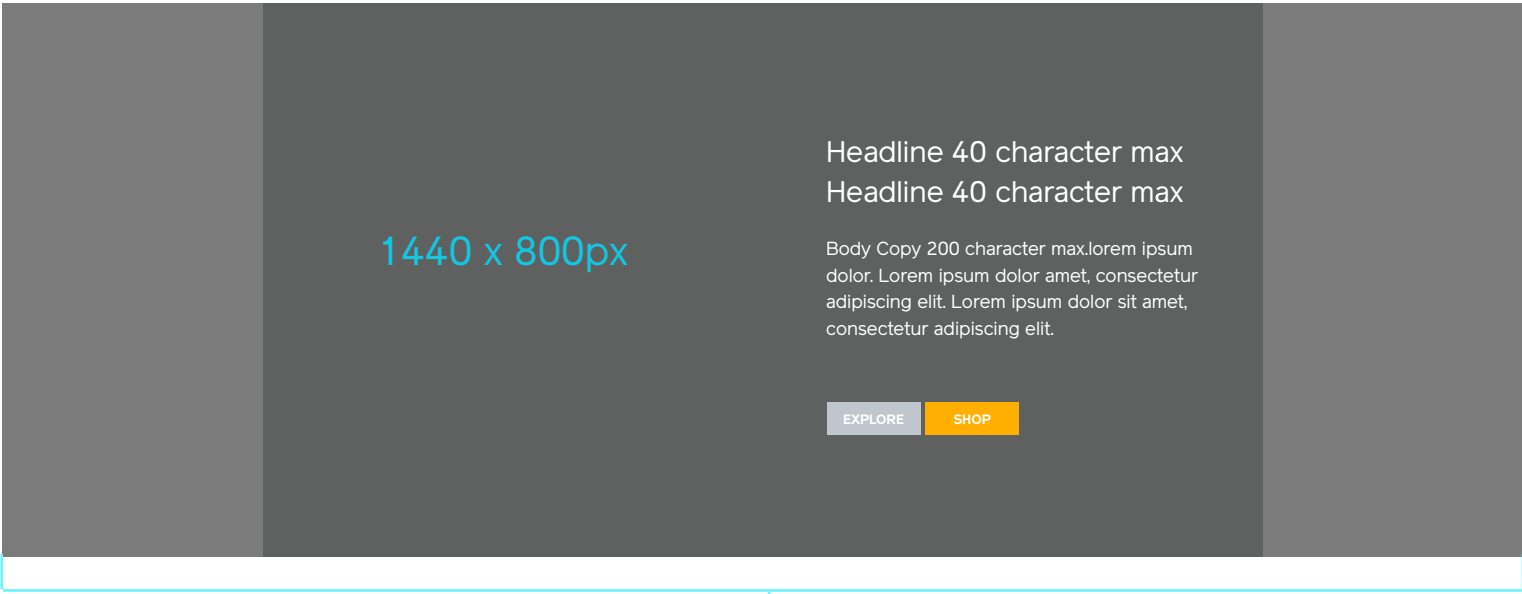
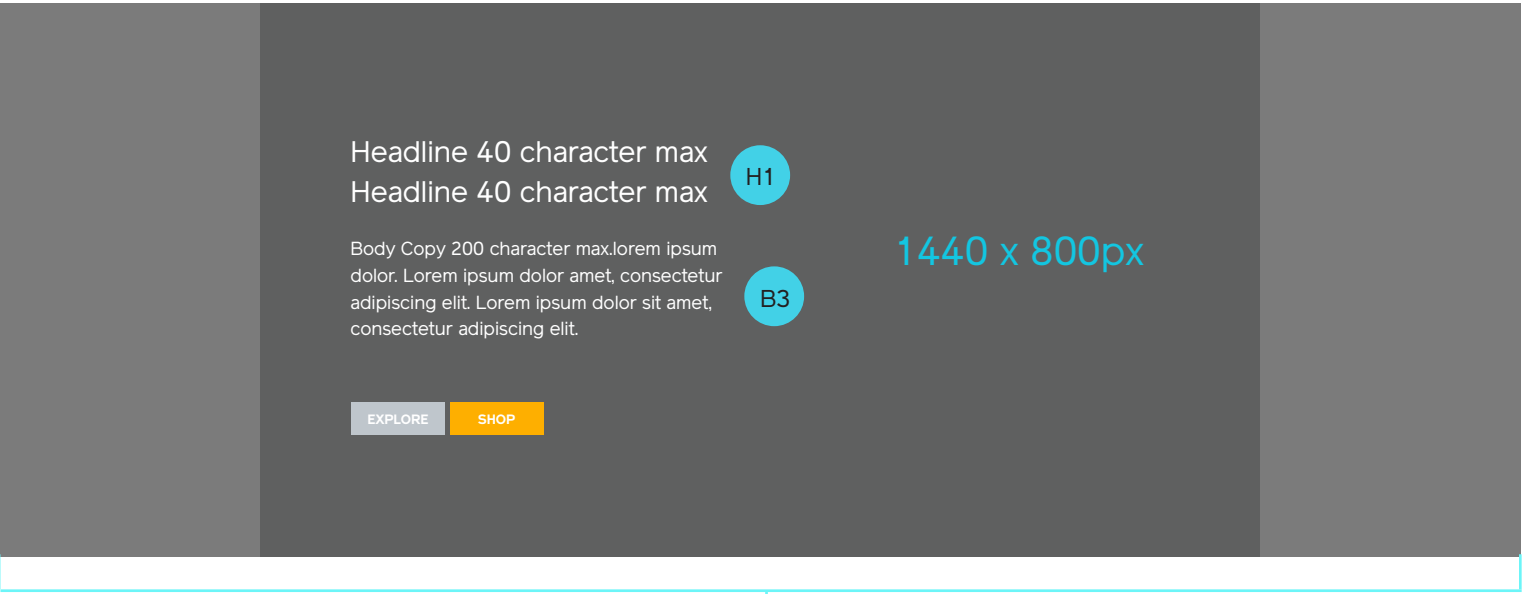
Desktop Templates & Modules

FULL WIDTH CONTENT MODULES

Used for large areas of content and storytelling.

Full Width Content Modules can contain two calls-to-action made up of a yellow button for “Shop” related CTAs and one grey button for “Explore” and “Learn” CTAs.

The main image area is 1440x800px, however the image is allowed to span the full width of a users browser window (up to 1920px wide).



Desktop Templates & Modules

CALL-OUT & NOTIFICATION MODULES

Used for small areas of content
and storytelling, such as limited time
offers, notifications and promotional
callouts.



Desktop Templates & Modules

SPLIT MODULE (2-UP MODULE)

A split, or 2-up module divides the image are in half. Within this grouped module there are multiple options for the placement of copy and calls-to-action based on communication needs.

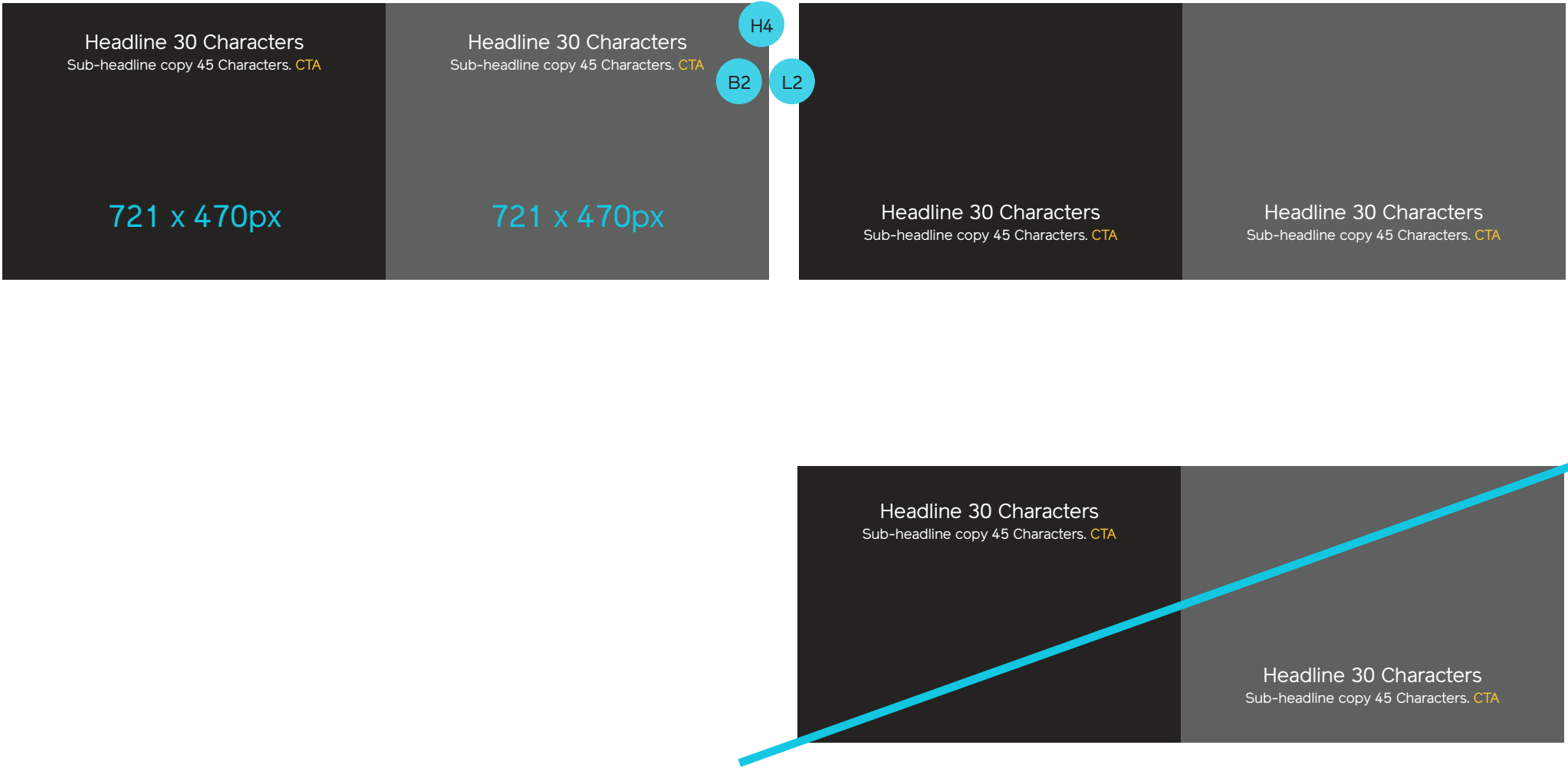


Desktop Templates & Modules

DUEL TOUTS

Duel Touts are placed at the bottom of every content page and before the footer. They are used as additional marketing areas to cross-promote content throughout the site.

Copy and CTAs within these modules can be positioned at the top or bottom (depending upon image assets used).



Desktop & Tablet
Navigation

GLOBAL NAV



Brewers

Beverages

Support

Store



Join/Log in

A magnifying glass icon inside a light gray rounded rectangle.

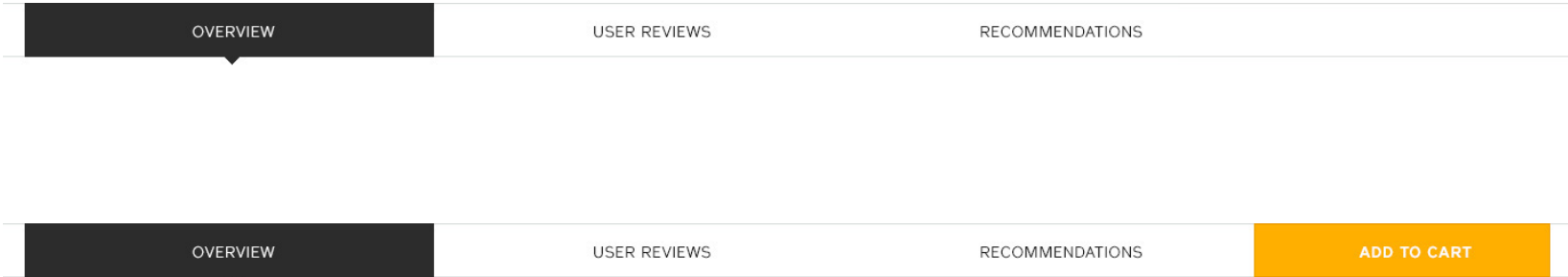
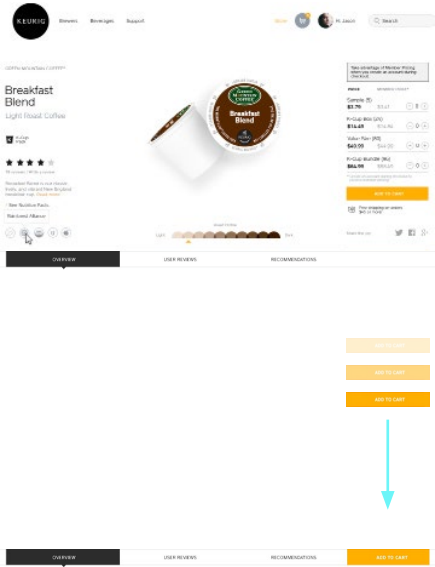
Desktop & Tablet Navigation

STICKY NAVIGATION

Sticky Navigation is used on all Product Detail Pages.

As the user scroll deeper into content the page navigation “sticks” in a fixed position at the top of the page.

Sticky Navigation is meant to reflect all main areas of content on a long scrolling page. Click the nav items within the sticky nav will jump users to the appropriate section.



Inactive State



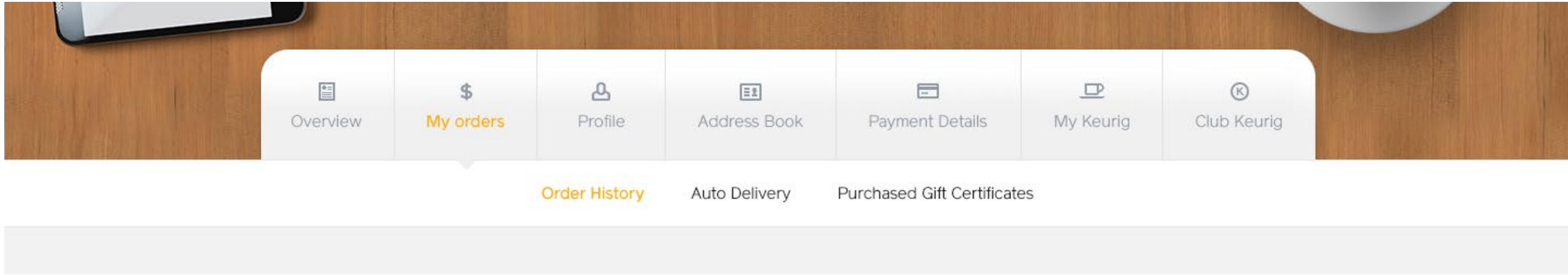
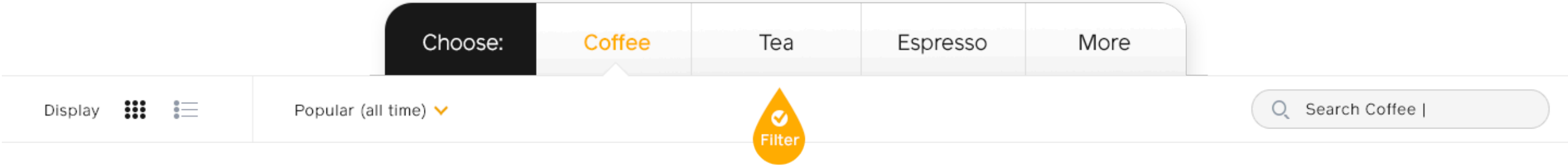
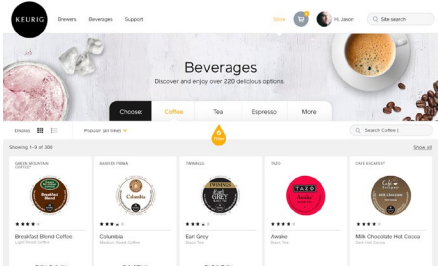
Hover/Active State



Desktop & Tablet Navigation

TABBED NAVIGATION

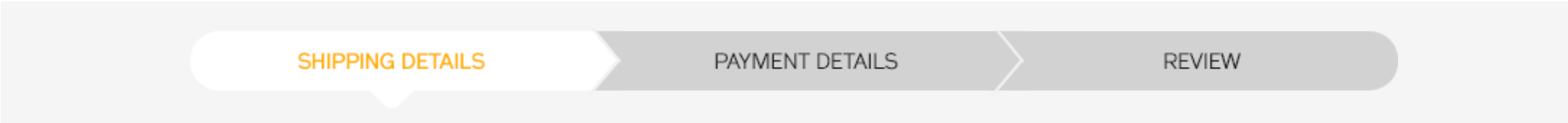
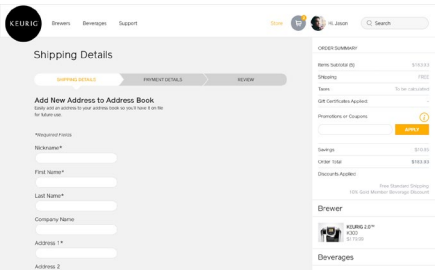
Used on Category Pages or pages that require tertiary navigation with extensive filtering and sorting of content.



Desktop & Tablet Navigation

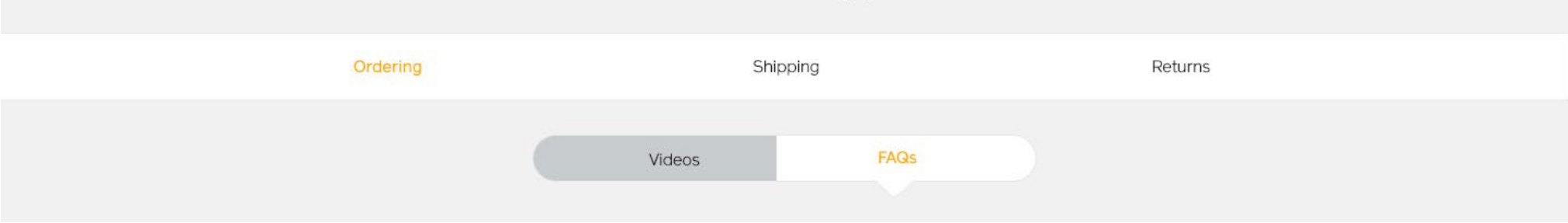
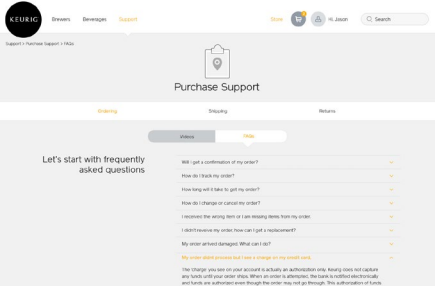
PROGRESS NAVIGATION

For instances when it is necessary to communicate steps within a user flow. Progress navigation is typically used in instances such as form submissions and checkout flows.



TOGGLE NAVIGATION

Can be thought of as an On/Off or this/that switch. Toggles are used in instances where there are two different viewing or content options.



KEURIG®

Final Content 2.0

_Index

Homepage - New user
Homepage - Return user
Brewers Landing Page
2.0 Landing Page
Beverage Landing Page
Store Landing Page
Brewer Category
Brewer PDP
Beverage Category
Beverage PDP
Oops Page
Mega Nav

_Homepage

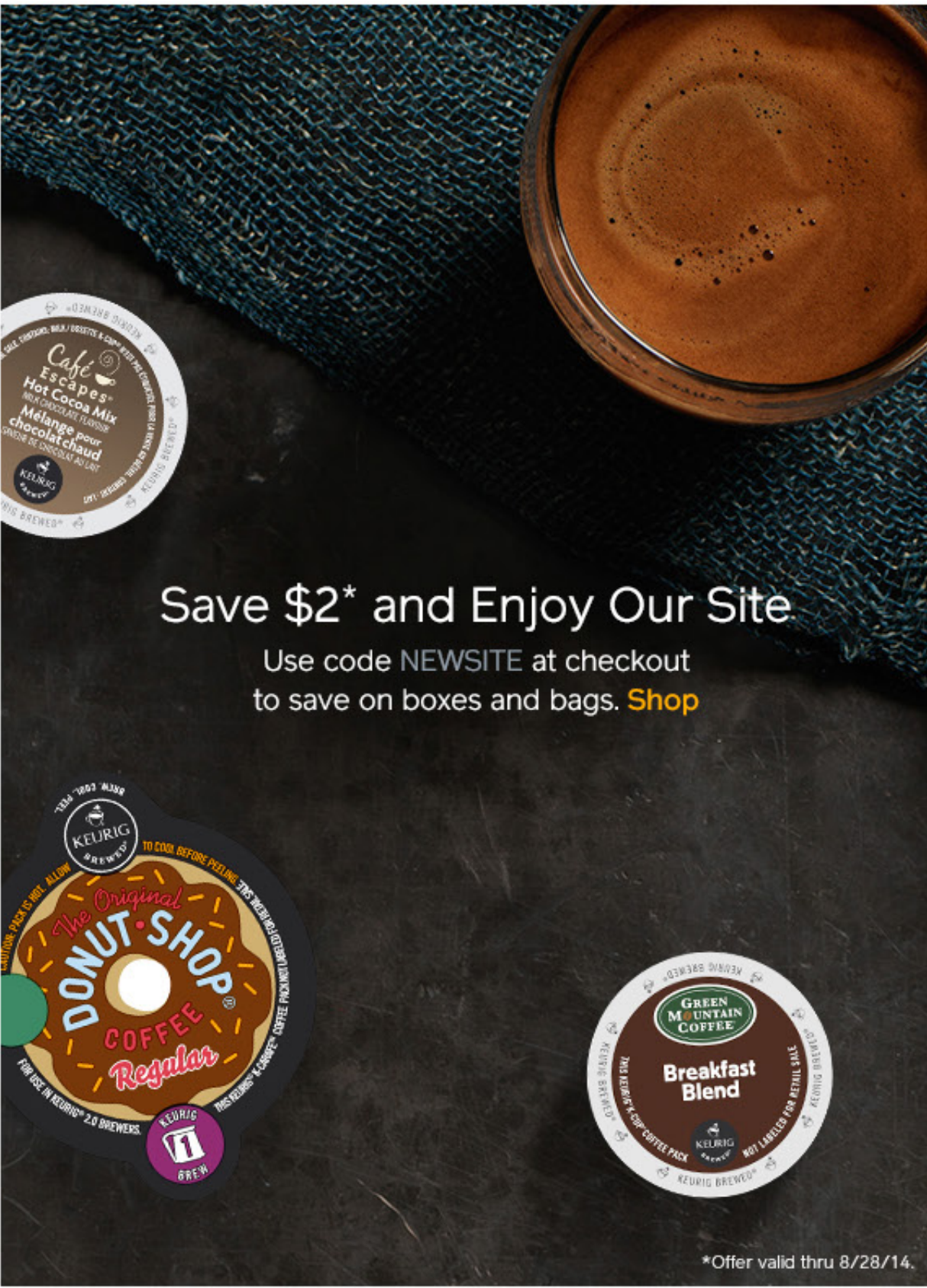


SAY HELLO TO KEURIG® 2.0

Brew a Cup. Brew a Carafe.

EXPLORE

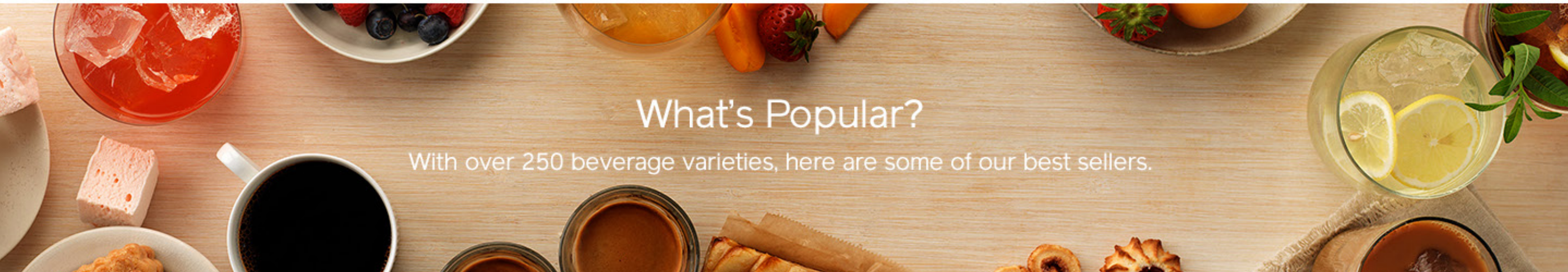
SHOP



Save \$2* and Enjoy Our Site

Use code NEWSITE at checkout to save on boxes and bags. [Shop](#)

*Offer valid thru 8/28/14.



What's Popular?

With over 250 beverage varieties, here are some of our best sellers.

GREEN MOUNTAIN COFFEE®

Top Seller

★★★★★

Breakfast Blend Coffee
Light Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

VIEW DETAILS

SHOP

TULLY'S®

★★★★★

French Roast
Extra Bold Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

VIEW DETAILS

SHOP

GREEN MOUNTAIN COFFEE®

★★★★★

Dark Magic® Extra Bold
Coffee
Dark Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

VIEW DETAILS

SHOP

GREEN MOUNTAIN COFFEE®

Limited Time Offer

★★★★★

Limited Edition Pumpkin
Spice
Light Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

VIEW DETAILS

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NEWMAN'S OWN® ORGANICS

★★★★★

Classic Cinnamon Roll
Coffee
Extra Bold Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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Love Free Shipping*?

Enjoy free standard shipping on brewers and orders over \$45. [Shop](#)

* Free standard shipping to U.S. addresses on brewer orders.



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Savings. Special Discounts. Exclusive Offers... why not? [Learn more](#)

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SAY HELLO TO
KEURIG[®] 2.0

Brew a Cup. Brew a Carafe.

EXPLORE

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Use code NEWSITE at checkout to save on boxes and bags. [Shop](#)

What's Popular?

With over 250 beverage varieties, here are some of our best sellers.

GREEN MOUNTAIN COFFEE[®]

Breakfast Blend

Light Roast Coffee

Brewer Compatibility

Keurig[®] 2.0K-Cup[®]

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Top Seller

TULLY'S[®]

French Roast

Extra Bold Coffee

Brewer Compatibility

Keurig[®] 2.0K-Cup[®]

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GREEN MOUNTAIN COFFEE

Breakfast Blend

KEURIG

100% ARABICA COFFEE

NOT LABELED TO MEET FAIR TRADE CRITERIA

THE ORIGINAL

DONUT SHOP

COFFEE

KEURIG

100% ARABICA COFFEE

NOT LABELED TO MEET FAIR TRADE CRITERIA

NEW SITE MEANS MORE SAVINGS

Save \$2 on boxes of Keurig Brewed® beverages, enter NEWSITE at checkout.

SHOP NOW

*Offer valid thru 8/28/14.

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SAY HELLO TO KEURIG 2.0

Our new brewers brew a single cup or a carafe of your favorite beverage. [Learn more](#)

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With over 250 beverage varieties, here are some of our best sellers.

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Top Seller

GREEN MOUNTAIN COFFEE

Breakfast Blend

KEURIG

100% ARABICA COFFEE

NOT LABELED TO MEET FAIR TRADE CRITERIA

★★★★★

Breakfast Blend Coffee

Light Roast Coffee

Brewer Compatibility

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TULLY'S®

TULLY'S

French Roast

KEURIG

100% ARABICA COFFEE

NOT LABELED TO MEET FAIR TRADE CRITERIA

★★★★★

French Roast

Extra Bold Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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GREEN MOUNTAIN COFFEE®

GREEN MOUNTAIN COFFEE

Dark Magic®

KEURIG

100% ARABICA COFFEE

NOT LABELED TO MEET FAIR TRADE CRITERIA

★★★★★

Dark Magic® Extra Bold Coffee

Dark Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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GREEN MOUNTAIN COFFEE®

Limited Time Offer

GREEN MOUNTAIN COFFEE

Limited Edition Pumpkin Spice

KEURIG

100% ARABICA COFFEE

NOT LABELED TO MEET FAIR TRADE CRITERIA

★★★★★

Limited Edition Pumpkin Spice

Light Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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NEWMAN'S OWN® ORGANICS

NEWMAN'S OWN

NEWMAN'S SPECIAL BLEND

KEURIG

100% ARABICA COFFEE

NOT LABELED TO MEET FAIR TRADE CRITERIA

★★★★★

Classic Cinnamon Roll Coffee

Extra Bold Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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Enjoy Pumpkin Spice

Don't miss out. Limited time offer through 11/30/14. [Shop](#)

CAFE ESCAPES

Cafe Pumpkin Spice

KEURIG

100% ARABICA COFFEE

NOT LABELED TO MEET FAIR TRADE CRITERIA

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SAY HELLO TO
KEURIG® 2.0

Brew a cup or brew a carafe,
all at the touch of a button.

LEARN MORE

SHOP

K350

The next generation
of brewing.

60oz
Water
Reservoir

Touch
Display

SHOP

K450

More advanced.
More attitude.

70oz
Water
Reservoir

Customized
Settings

Color Touch
Display

SHOP

K550

Our best-in-class single-serve
and carafe brewing system.

80oz
Water
Reservoir

Customized
Settings

Large Color
Touch Display

Hot Water
on Demand

SHOP

Keurig® K-Cup®
Brewing System

The Original Keurig Brewing System.

With over 250 compatible beverage
packs, it's easy to find the coffee, tea,
hot cocoa or iced drinks that you crave.

EXPLORE

SHOP

Rivo Brewing System

Keurig® Cappuccino & Latte System

Enjoy deep, rich espresso,
perfectly blended with froth
from any kind of milk you like.

EXPLORE

SHOP

Sizing Up Your Portion Packs

Keurig® brewers are designed to brew specific Keurig Brewed® beverages.
Which system is right for you?

Single + Multi-Serve

2.0 Brewers

Shop now

Single-Serve

K-Cup® Brewers

Shop now

Rivo® Brewer

Shop now

*K-Cup® packs are the same for 2.0 Brewers and K-Cup® Brewers.

Have a Vue® Brewer?

Learn more

We Ship for Free*

Enjoy standard free shipping on brewers and orders over \$45. [Shop](#)

* Free standard shipping to U.S. addresses on brewer orders.

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Business solutions for your company or food service location. [Explore](#)

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SAY HELLO TO
KEURIG 2.0

Brew a Cup. Brew a Carafe.

Watch & Explore

LEARN MORE

Pour Up to Four Cups

With the push of a button things change.

Now when you use a K-Carafe™ pack, you can make one cup or up to four cups of your favorite beverages at once.

LEARN MORE

SHOP 2.0

Take Your Taste Buds on a Tour

250+ varieties. 40+ brands. [Shop](#)

Explore Colorful Brewer Accents

Who says your Keurig® brewer can't change its look? [Shop](#)

Inside Keurig 2.0
Brewing Technology™

Reads each lid to deliver a perfect beverage every time.

Keurig® 2.0 Brewers are smart enough to know when you're brewing one cup or four. You can even brew bolder coffee using the Strong Setting.

SHOP 2.0

K350

The next generation of brewing.

STARTING AT
\$149.99

K350 FEATURES

- 60 oz. Water Reservoir
- Touch Display
- Strength Control
- Water Filter and Cartridge
- Carafe Included
- 6 K-Cup® packs and 6 K-Carafe™ packs
- Choose from over 10 Brewer Accents, allowing you to change the look of your Keurig Brewer

SHOP

K450

More advanced. More attitude.

STARTING AT
\$169.99

K450 FEATURES

- 70 oz. Water Reservoir
- Color Touch Display
- Programmable Clock
- Strength Control
- Water Filter and Cartridge
- Carafe included
- 6 K-Cup® packs and 6 K-Carafe™ packs
- Choose from over 10 Brewer Accents, allowing you to change the look of your Keurig Brewer

SHOP

K550

Our best-in-class single-serve and carafe brewing system.

STARTING AT
\$199.99

K550 FEATURES

- Extra Large 80 oz. Water Reservoir
- Large Color Touch Display
- Programmable Clock
- Hot Water on Demand
- Customizable Night-Light in Water Reservoir
- Keurig Carafe
- Water Filter and Cartridge
- 6 K-Cup® packs and 4 K-Carafe™ packs
- Choose from over 10 Brewer Accents, allowing you to change the look of your Keurig Brewer

SHOP

Which One's Right for You?

Different color displays. Different water reservoir sizes. Decisions, decisions.

COMPARE 2.0 BREWERS

Essentials for Your Keurig Brewer

These accessories bring the experience alive. [Shop](#)

We Ship For Free*

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So Smart. So Simple.™

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Brew a Cup.
Brew a Carafe.

With just the touch of a button, things change.

With the introduction of the K-Carafe™ pack, now you can make one cup or up to four cups of your favorite beverage at once.

LEARN MORE

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Explore Colorful Brewer Accents

Who says your Keurig® brewer can't change its look? [Shop](#)

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SHOP 2.0

K350

The next generation of brewing.

STARTING AT
\$149.99

K350 FEATURES

- 60 oz. Water Reservoir
- Touch Display
- Strength Control
- Water Filter and Cartridge
- Carafe Included
- 6 K-Cup® packs and 6 K-Carafe™ packs
- Choose from over 10 Brewer Accents, allowing you to change the look of your Keurig Brewer

SHOP

K450

More advanced. More attitude.

STARTING AT
\$169.99

K450 FEATURES

- 70 oz. Water Reservoir
- Color Touch Display
- Programmable Clock
- Strength Control
- Water Filter and Cartridge
- Carafe included
- 6 K-Cup® packs and 6 K-Carafe™ packs
- Choose from over 10 Brewer Accents, allowing you to change the look of your Keurig Brewer

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K550

Our best-in-class single-serve and carafe brewing system.

STARTING AT
\$199.99

K550 FEATURES

- Extra Large 80 oz. Water Reservoir
- Large Color Touch Display
- Programmable Clock
- Hot Water on Demand
- Customizable Night-Light in Water Reservoir
- Keurig Carafe
- Water Filter and Cartridge
- 6 K-Cup® packs and 4 K-Carafe™ packs
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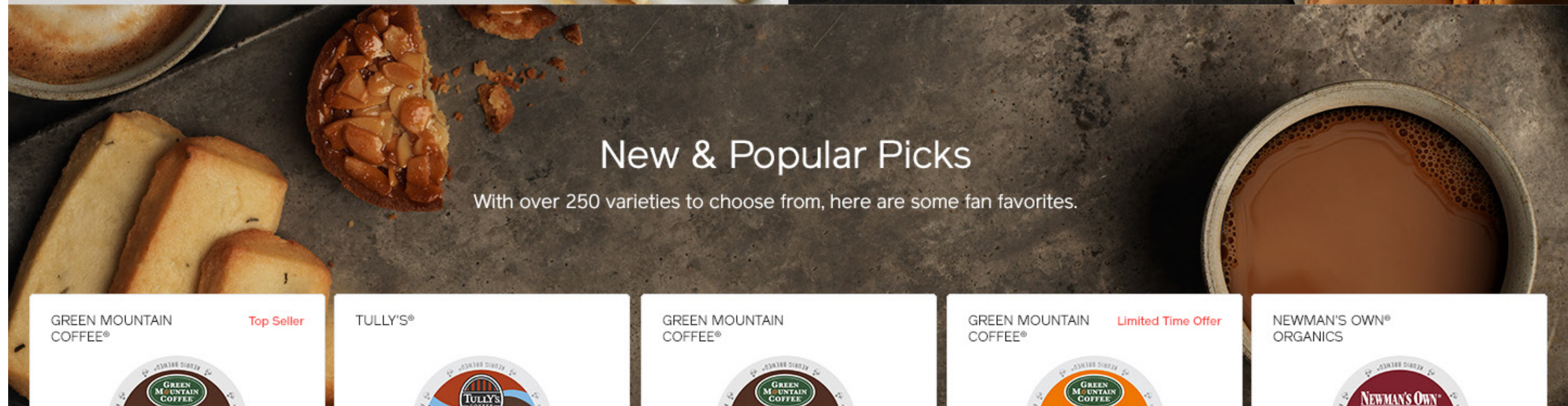
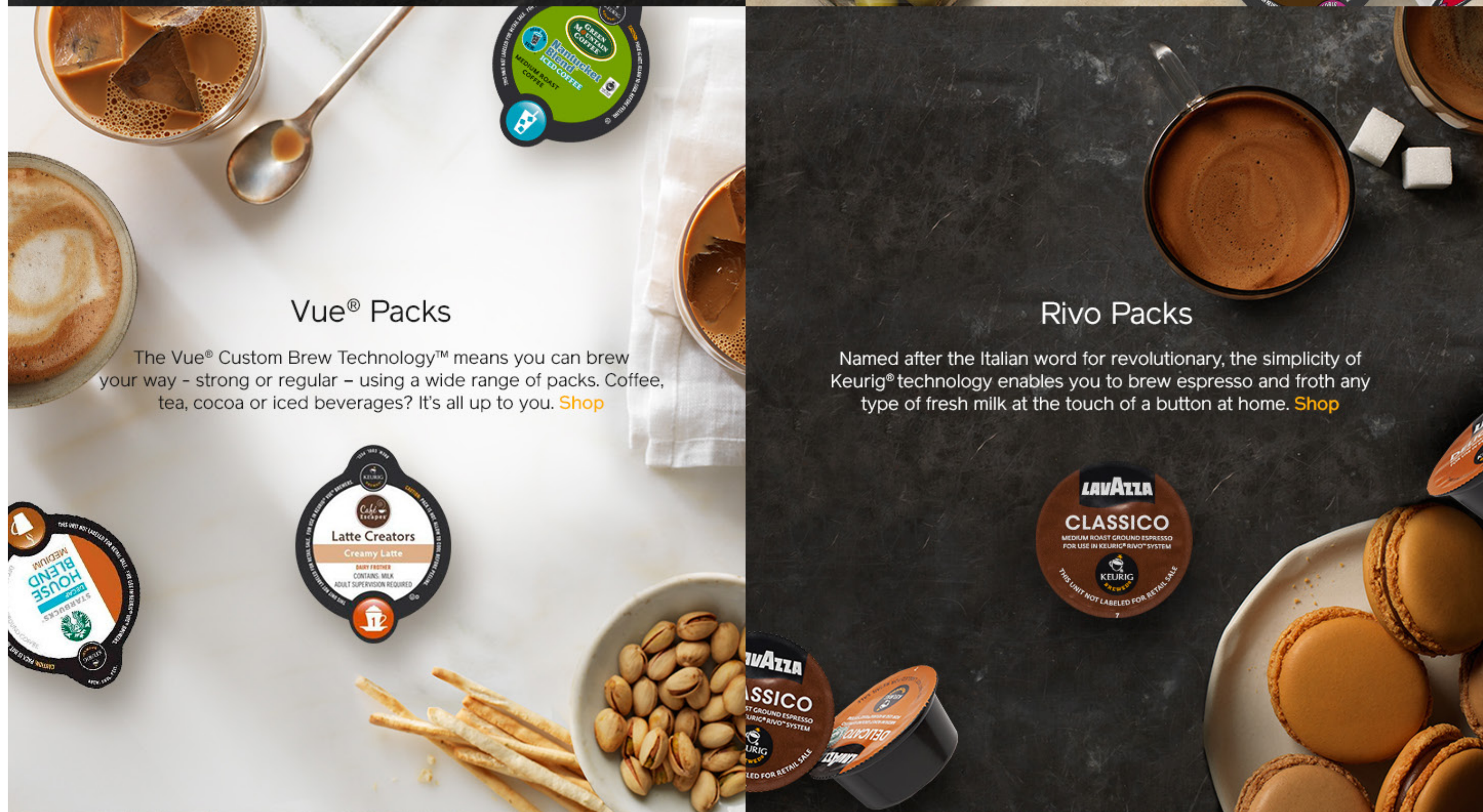
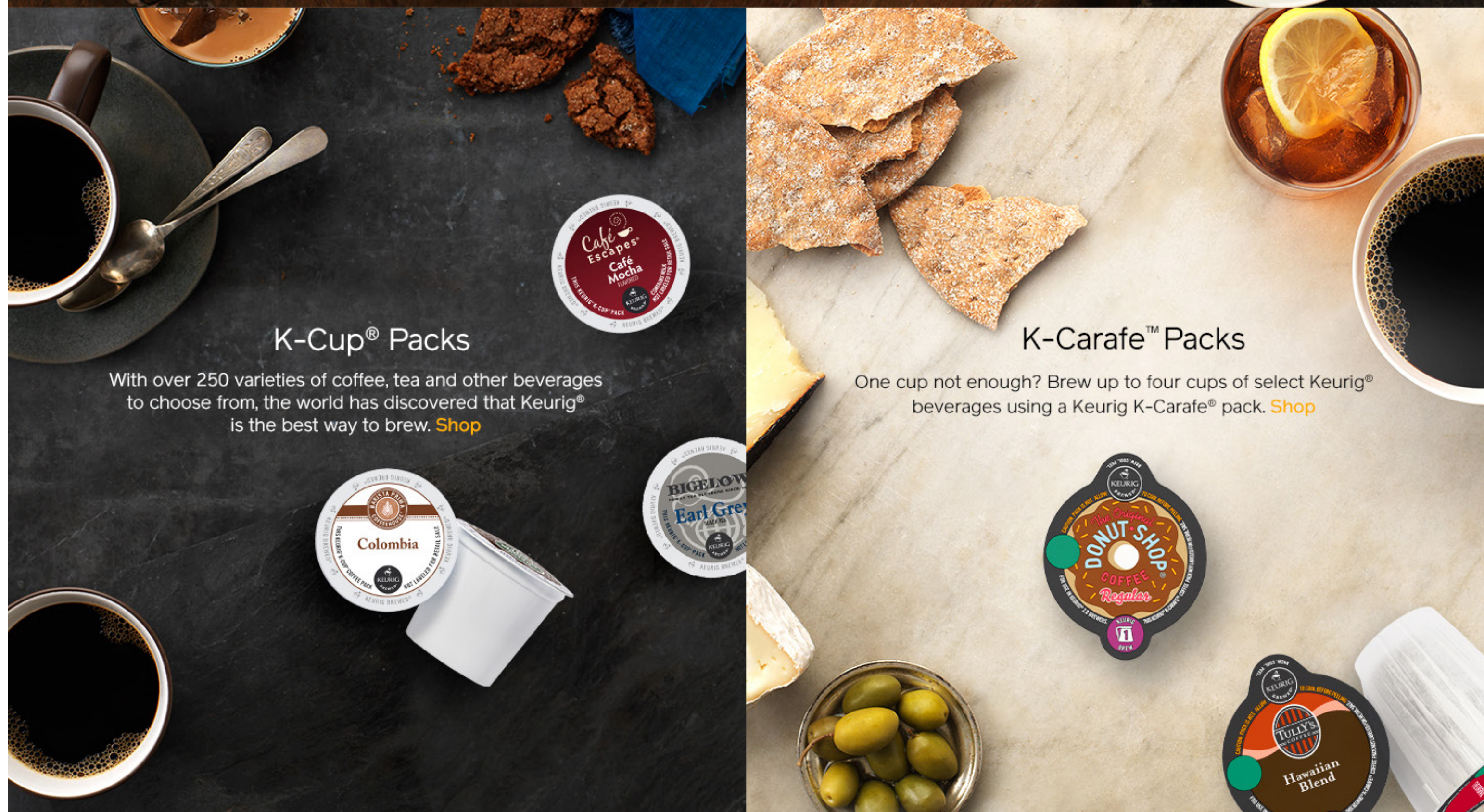
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Featured Beverage

GREEN MOUNTAIN COFFEE®

Breakfast Blend

Warm and Snappy. Classic New England.

SEE DETAILS

K-Cup® Packs

With over 250 varieties of coffee, tea and other beverages to choose from, the world has discovered that Keurig® is the best way to brew. [Shop](#)

K-Carafe™ Packs

One cup not enough? Brew up to four cups of select Keurig® beverages using a Keurig K-Carafe® pack. [Shop](#)

Vue® Packs

The Vue® Custom Brew Technology™ means you can brew your way – strong or regular – using a wide range of packs. Coffee, tea, cocoa or iced beverages? It's all up to you. [Shop](#)

Rivo Packs

Named after the Italian word for revolutionary, the simplicity of Keurig® technology enables you to brew espresso and froth any type of fresh milk at the touch of a button at home. [Shop](#)

New & Popular Picks

With over 250 varieties to choose from, here are some fan favorites.

GREEN MOUNTAIN COFFEE®

Top Seller

★★★★★

Breakfast Blend Coffee

Light Roast Coffee

Brewer Compatibility

Keurig® 2.0 K-Cup®

VIEW DETAILS

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TULLY'S®

★★★★★

French Roast

Extra Bold Coffee

Brewer Compatibility

Keurig® 2.0 K-Cup®

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GREEN MOUNTAIN COFFEE®

★★★★★

Dark Magic® Extra Bold Coffee

Dark Roast Coffee

Brewer Compatibility

Keurig® 2.0 K-Cup®

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GREEN MOUNTAIN COFFEE®

Limited Time Offer

★★★★★

Limited Edition Pumpkin Spice

Light Roast Coffee

Brewer Compatibility

Keurig® 2.0 K-Cup®

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NEWMAN'S OWN® ORGANICS

★★★★★

Classic Cinnamon Roll Coffee

Extra Bold Coffee

Brewer Compatibility

Keurig® 2.0 K-Cup®

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Brew up to Four Cups – at Once

Keurig 2.0 brewers keep the whole gang happy with K-Carafe™ packs. [Shop](#)

Delicious Recipes

Why settle for just drinking your favorite Keurig Brewed® beverage? [Explore recipes](#)

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Over 250 Varieties

Which kind of beverage are you looking for? Select from below for what suits your taste.

Coffee

Bold, medium, light, or decaf, enjoy our wide selection.

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Tea

What's better than a great cup of tea? Enjoy a wide selection.

[Shop](#)

Espresso

Enjoy bold, medium, light, or decaf espresso.

[Shop](#)

Hot Cocoa

There are so many great types of hot cocoa. How will you choose?

[Shop](#)

More

Lemonade? Chai Tea? We have it all.

[Shop](#)

Celebrate Our New Site — Get \$2 Off Bags and Boxes

To celebrate our new site, get \$2 off on all boxes of beverage packs and bagged coffee. Enter code `NEWSITE` at checkout. Offer valid through 8/28/14.

Keurig® 2.0 Brewing System

Make a 4-cup carafe with the same ease and convenience that you brew a single cup - all at the touch of a button.

STARTING AT
\$149.99

SHOP

Keurig® K-Cup® Brewing System

With over 250 different compatible beverages, it's easy to find the drinks that you crave.

STARTING AT
\$99.99

SHOP

Rivo Brewing System

Enjoy deep, rich espresso perfectly blended with froth from any kind of milk you like.

STARTING AT
\$299.99

SHOP

Business Solutions

With over 250 different compatible beverages, it's easy to find the drinks that you crave.

STARTING AT
\$109.99

SHOP

Things You'll Love

Shop and explore some of our most popular beverages, brewers, and accessories.

★★★★★

Breakfast Blend Coffee
Light Roast Coffee
\$3.41 - \$16.49

Brewer Compatibility
Keurig® 2.0 K-Cup®

VIEW DETAILSSHOP

★★★★★

Keurig K350 Brewing System
\$139.00

Beverage Compatibility
K-Carafe™ K-Cup®

VIEW DETAILSSHOP

★★★★★

Earl Grey Black Tea
\$3.41 - \$16.49

Brewer Compatibility
Keurig® 2.0 K-Cup®

VIEW DETAILSSHOP

★★★★★

Hawaiian Blend
Medium Roast Coffee
\$3.41 - \$16.49

Brewer Compatibility
Keurig® 2.0

VIEW DETAILSSHOP

★★★★★

Capital™ Brew Over Ice Carafe
\$24.99

Brewer Compatibility
Keurig® 2.0 K-Cup®

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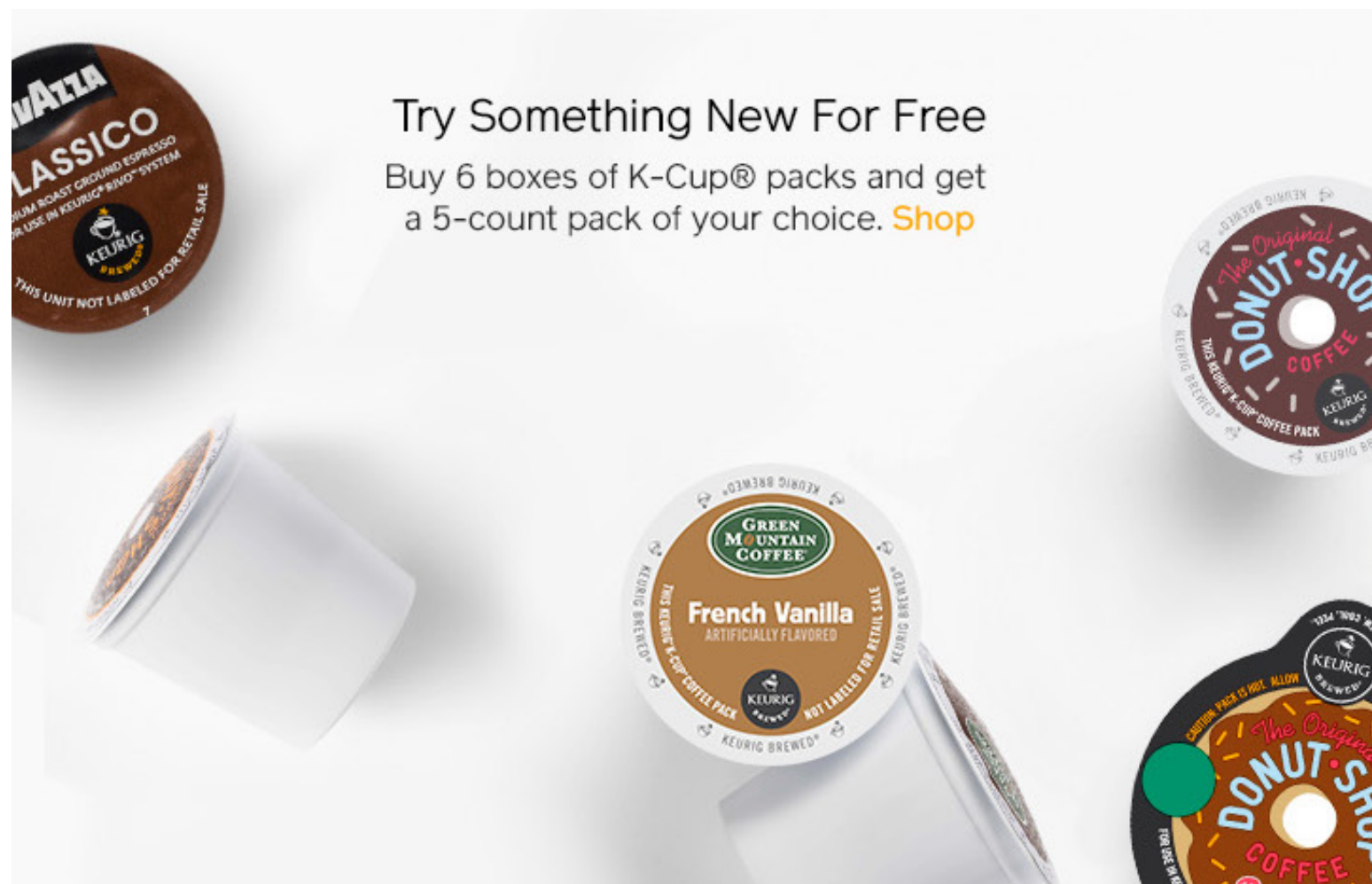
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Know someone who loves Keurig®?

Make them smile with an e-gift card. [Learn more](#)

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Show-off Your School Spirit!
Accent your brewer with school pride. [Shop](#)



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KEURIG® 2.0

Keurig® K350 Brewing System

The next generation of brewing.

Beverage Compatibility:

K-Carafe™ K-Cup®



78 reviews | Write a review

The K350 Brewing System not only lets you pick how strong you'd like your brew, but it also lets you make an entire pot with the touch of a button.

For quick tips on applying your Brewer Accents [read our FAQs](#) and [watch this video](#).



360°

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Price \$139.00



Black Brushed
Metallic



Add Brewer
Accents



Qty



TOTAL \$139.00

ADD TO CART

ADD TO WISHLIST



Free standard shipping on brewers and orders \$45 or more.



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Keurig® K350 Brewing System

The next generation of brewing.

Beverage Compatibility:

K-Carafe™ K-Cup®

★★★★★
78 reviews | Write a review

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For quick tips on applying your Brewer Accents [read our FAQs](#) and [watch this video](#).



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Price \$139.00

Add Brewer Accents

Personalize the look of your brewer. Pick from our assortment of self-applied, adhesive treatments.

Metallic Colors
\$24.99 (7 options)

Urban Textures
\$26.99 (3 options)

Qty - 1 +

TOTAL \$139.00

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Keurig® K350 Brewing System

The next generation of brewing.

Beverage Compatibility:

K-Carafe™ K-Cup®



78 reviews | Write a review

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Price \$139.00

Add Brewer Accents

Personalize the look of your brewer. Pick from our assortment of self-applied, adhesive treatments.



Qty - 1 +

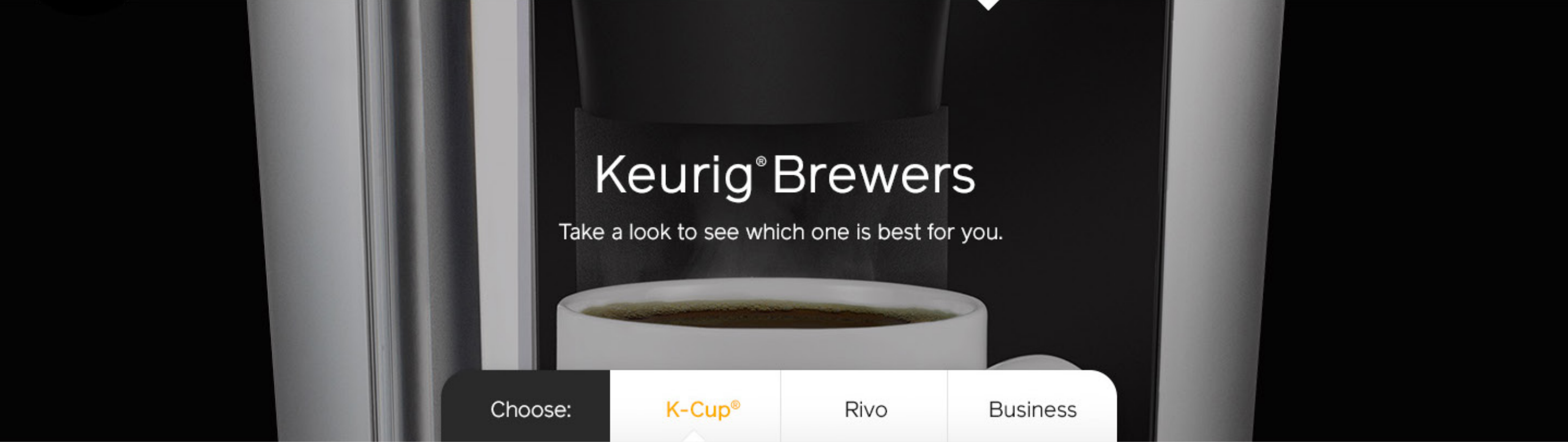
TOTAL \$163.99

ADD TO CART

ADD TO WISHLIST

Free standard shipping on brewers and orders \$45 or more.

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Popular (all time)

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Show all

Compare Brewers

Select up to three brewers below to compare.

✓

✓

COMPARE

KEURIG 2.0 BREWING SYSTEM

★★★★★

K350 Brewing System

\$149.99

☐ Select to Compare

Beverage Compatibility

K-Carafe® PacksK-Cup® Packs

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KEURIG 2.0 BREWING SYSTEM

★★★★★

K450 Brewing System

\$169.99

☒ Select to Compare

Beverage Compatibility

K-Carafe® PacksK-Cup® Packs

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KEURIG 2.0 BREWING SYSTEM

★★★★★

K550 Brewing System

\$199.99

☒ Select to Compare

Beverage Compatibility

K-Carafe® PacksK-Cup® Packs

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KEURIG K-CUP® BREWING SYSTEM

★★★★★

K45 Elite Brewing System

\$119.99

☐ Select to Compare

Beverage Compatibility

K-Cup® Packs

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KEURIG K-CUP® BREWING SYSTEM

★★★★★

K10 Mini Plus Brewing System

\$99.99

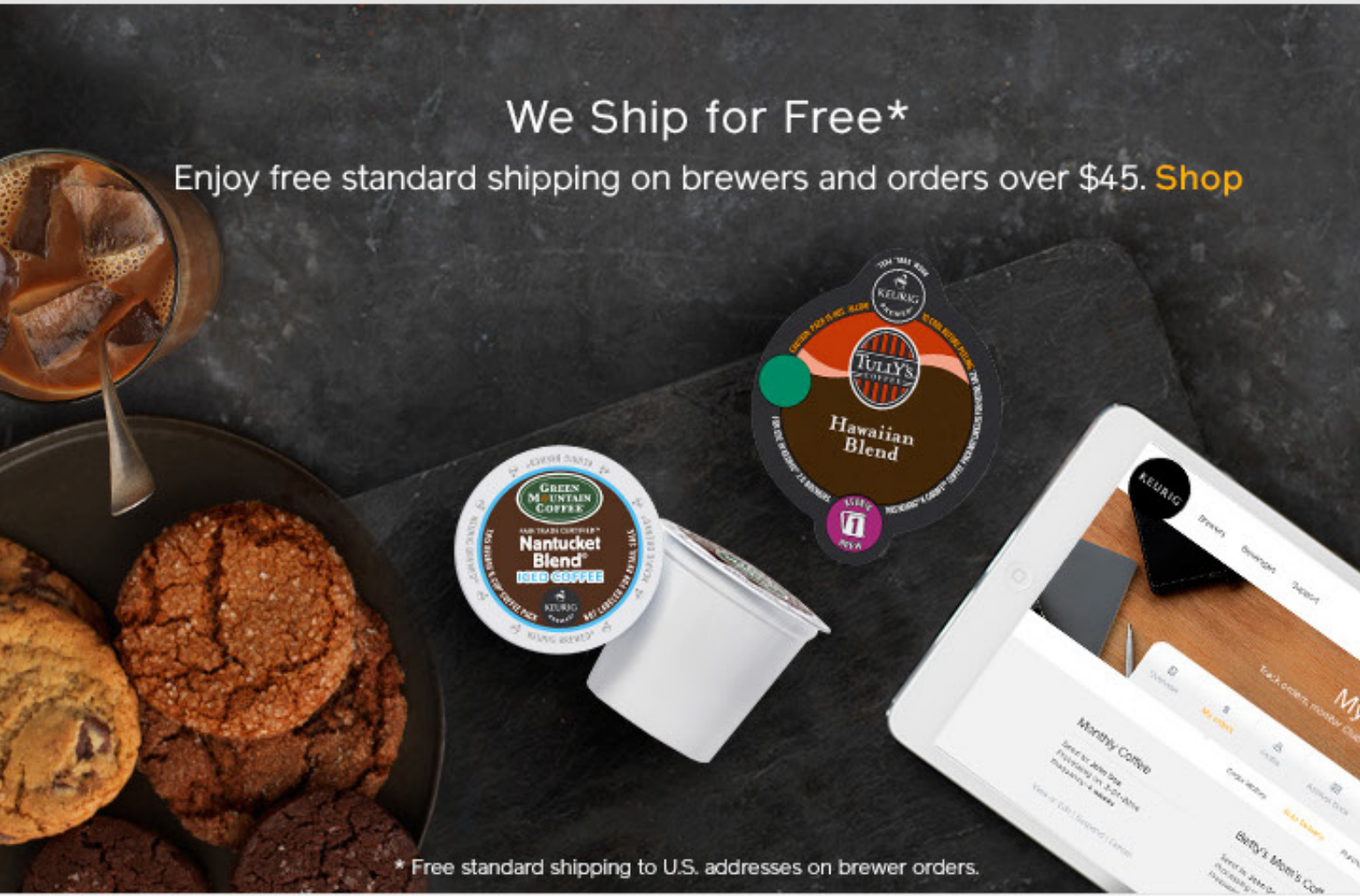
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K-Cup® Packs

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Beverages

Discover and enjoy over 250 delicious options.

Choose: CoffeeTeaEspressoHot CocoaMore

Display Popular (all time) Search Coffee

PACK TYPE (1)

☒ K-Cup®

☐ K-Carafe™

☐ Rivo™

☐ Vue®

☐ Bagged Coffee

VARIETY (1)

☐ ALL

☒ Coffee

☐ Tea

CAFFEINATION (ALL)

☒ ALL

☐ Regular

☐ Half-caf

☐ Decaf

ROAST (ALL)

☒ ALL

☐ Light Roast

☐ Medium Roast

☐ Dark Roast

BRANDS (ALL)RESET

☒ ALL

☐ The Original Donut Shop®

☐ Eight O'Clock®

☐ Folgers Gourmet Selections®

☐ Green Mountain Coffee®

☐ Newman's Own® Organics

☐ Tully's®

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GREEN MOUNTAIN COFFEE®

Top Seller

★★★★★

Breakfast Blend Coffee
Light Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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TULLY'S®

★★★★★

French Roast
Extra Bold Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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GREEN MOUNTAIN COFFEE®

★★★★★

Dark Magic® Extra Bold Coffee
Dark Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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GREEN MOUNTAIN COFFEE®

Limited Time Offer

★★★★★

Limited Edition Pumpkin Spice
Light Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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NEWMAN'S OWN® ORGANICS

★★★★★

Classic Cinnamon Roll Coffee
Extra Bold Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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CARIBOU COFFEE®

★★★★★

Caribou Blend Coffee
Medium Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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COFFEE PEOPLE®

★★★★★

Black Tiger Extra Bold Coffee
Dark Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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DIEDRICH

Sale

★★★★★

Rio Blend Coffee
Medium Roast Coffee

Brewer Compatibility

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EIGHT O'CLOCK®

★★★★★

The Original Decaf
Medium Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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GLORIA JEAN'S®

★★★★★

Hazelnut Coffee
Medium Roast Coffee

Brewer Compatibility

Keurig® 2.0K-Cup®

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Discover and enjoy over 250 delicious options.

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Espresso

Hot Cocoa

More

Display




Popular (all time) ▼

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<div><div>GREEN MOUNTAIN COFFEE®</div><div>Top Seller</div><div></div><div>★★★★★</div><div>Breakfast Blend Coffee Light Roast Coffee</div></div>	<div>ABOUT</div> <div>Breakfast Blend is our classic, lively and vibrant New England breakfast cup.</div> <div>Breakfast Blend offers a snappy, crisp, and citrusy Central American coffee matched with the sweetness, body, and depth of an Indonesian bean to create a wakeful blend that won't try to compete with your orange juice in terms of its brightness.</div> <div>> Full Details</div>	<table><thead><tr><th></th><th>PRICE</th><th>MEMBER PRICE*</th></tr></thead><tbody><tr><td>Sample (5)</td><td>\$3.79</td><td>\$3.41<div>- 0 +</div></td></tr><tr><td>K-Cup Box (24)</td><td>\$14.49</td><td>\$14.84<div>- 0 +</div></td></tr></tbody></table> <div>* Create an account during checkout to receive member pricing</div> <div>ADD TO CART</div>		PRICE	MEMBER PRICE*	Sample (5)	\$3.79	\$3.41 <div>- 0 +</div>	K-Cup Box (24)	\$14.49	\$14.84 <div>- 0 +</div>						
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<div><div>TULLY'S®</div><div></div><div></div><div>★★★★★</div><div>French Roast Extra Bold Coffee</div></div>	<div>ABOUT</div> <div>True to a traditional French Roast, this full bodied coffee reveals deep roasted aromas, and smoky flavors reminiscent of a quaint Parisian café.</div> <div>The sophisticated finish highlights the coffee's sweet side and begs to be shared with a rich and chocolatey pastry. Tully's® French Roast K-Cup® packs are certified kosher by the Orthodox Union.</div> <div>> Full Details</div>	<table><thead><tr><th></th><th>PRICE</th><th>MEMBER PRICE*</th></tr></thead><tbody><tr><td>Sample (5)</td><td>\$3.79</td><td>\$3.41<div>- 0 +</div></td></tr><tr><td>K-Cup Box (24)</td><td>\$14.49</td><td>\$14.84<div>- 0 +</div></td></tr><tr><td>Value Size (80)</td><td>\$49.99</td><td>\$44.99<div>- 0 +</div></td></tr></tbody></table> <div>* Create an account during checkout to receive member pricing</div> <div>ADD TO CART</div>		PRICE	MEMBER PRICE*	Sample (5)	\$3.79	\$3.41 <div>- 0 +</div>	K-Cup Box (24)	\$14.49	\$14.84 <div>- 0 +</div>	Value Size (80)	\$49.99	\$44.99 <div>- 0 +</div>			
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<div><div>GREEN MOUNTAIN COFFEE®</div><div></div><div></div><div>★★★★★</div><div>Dark Magic® Extra Bold Coffee Dark Roast Coffee</div></div>	<div>ABOUT</div> <div>Our Dark Magic® Extra Bold K-Cup® coffee offers the rich aromatics and flavor qualities of espresso, tailored specifically for the unique brewing parameters of a K-Cup® pack.</div> <div>Ideal with milk - divine with cream - its intensity is balanced by its complexity and subtle sweetness.</div> <div>> Full Details</div>	<table><thead><tr><th></th><th>PRICE</th><th>MEMBER PRICE*</th></tr></thead><tbody><tr><td>Sample (5)</td><td>\$3.79</td><td>\$3.41<div>- 0 +</div></td></tr><tr><td>K-Cup Box (24)</td><td>\$14.49</td><td>\$14.84<div>- 0 +</div></td></tr><tr><td>Value Size (80)</td><td>\$49.99</td><td>\$44.99<div>- 0 +</div></td></tr><tr><td>K-Cup Bundle (96)</td><td>\$64.99</td><td>\$58.49<div>- 0 +</div></td></tr></tbody></table> <div>* Create an account during checkout to receive member pricing</div> <div>ADD TO CART</div>		PRICE	MEMBER PRICE*	Sample (5)	\$3.79	\$3.41 <div>- 0 +</div>	K-Cup Box (24)	\$14.49	\$14.84 <div>- 0 +</div>	Value Size (80)	\$49.99	\$44.99 <div>- 0 +</div>	K-Cup Bundle (96)	\$64.99	\$58.49 <div>- 0 +</div>
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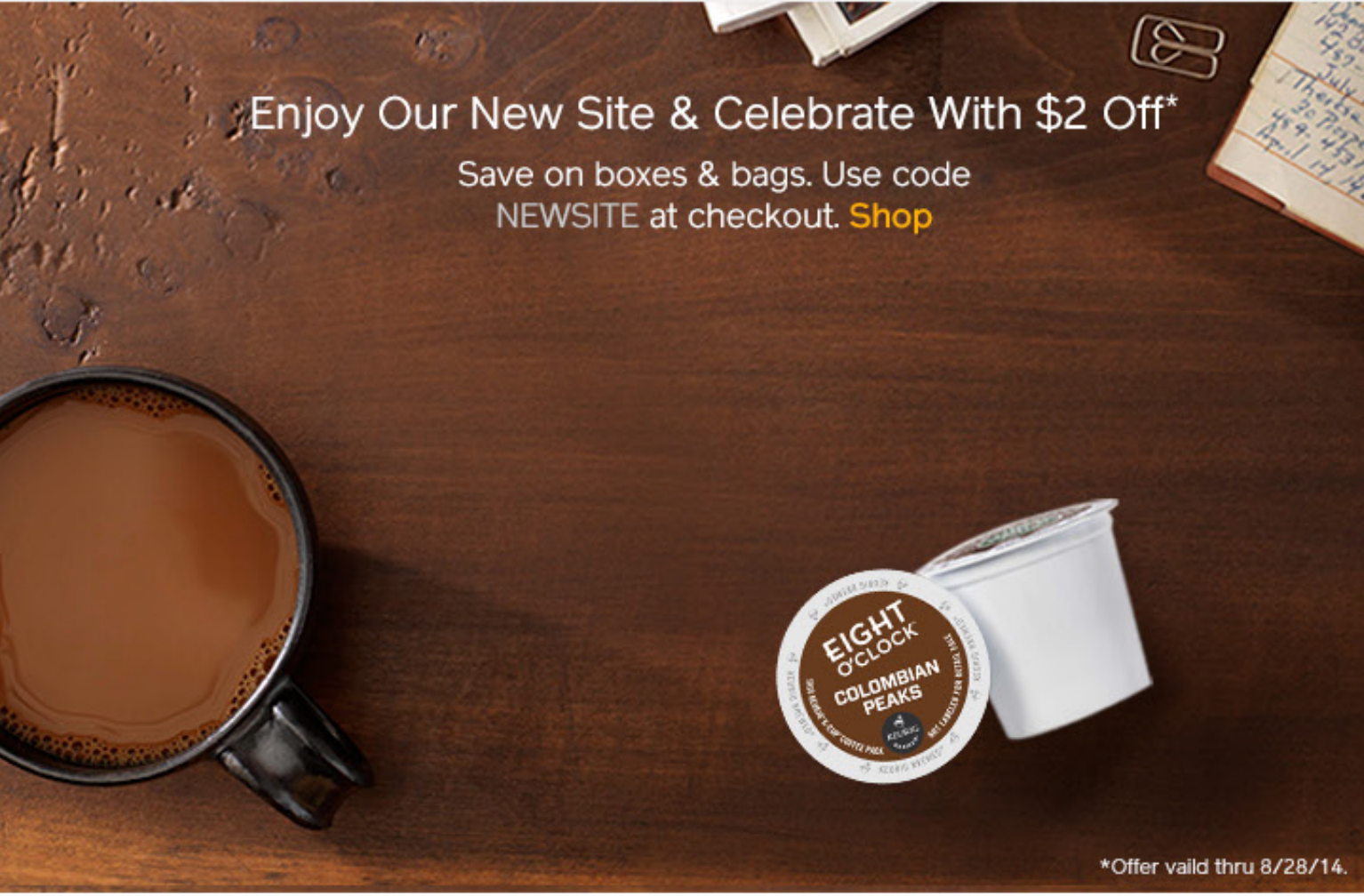
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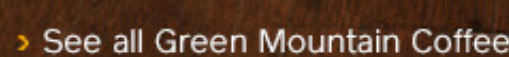
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This pack wasn't designed for this brewer. Please try one of the hundreds of packs with the Keurig Brewed® seal.

Questions? Visit [keurig.com/oops](#) or call 1-866-950-2326

Why Are You Seeing This Message?

LEARN MORE

Don't Panic: Your Keurig® 2.0 Brewer Isn't Broken, Or Malfunctioning.

The message you're seeing on your LCD screen is there to let you know that the K-Cup® pack you're trying to use is not compatible with your Keurig® 2.0 brewer.

Keurig® 2.0 brewers feature the Keurig 2.0 Brewing Technology™ which reads each lid to deliver on the promise of excellent quality beverages.

Donut Shop® Coffee

KEURIG BREWED

12 K-CUP® PACKS

FOR USE IN ALL KEURIG® K-CUP® BREWERS

12 - 0.39 OZ (11.16g) EA. NET WT 4.6 OZ (130g)

Donut Shop® Coffee

KEURIG BREWED

12 K-CUP® PACKS

FOR USE IN ALL KEURIG® K-CUP® BREWERS

12 - 0.39 OZ (11.16g) EA. NET WT 4.6 OZ (130g)

Always Look For Boxes With The Keurig Brewed® Seal.

Our black and yellow seal means you get the excellent quality beverages you've come to expect.

Which K-Cup® Pack Or K-Carafe™ Pack Will Work With Your Keurig® 2.0 Brewer?

Not sure if you have the right K-Cup®? Look for the white outer ring, and the black Keurig Brewed® seal. On K-Carafe™ packs, look for the dark rim and the noticeable blue dot.

Single Serve Pack

No outside Ring

Beverage packs without the Keurig® brewed seal will not work in Keurig 2.0 Brewers.

Donut Shop® Coffee

No outside Ring

There is no outside ring so this only works in Keurig brewers (not Keurig® 2.0 brewers).

Donut Shop® Coffee

With outside Ring

Notice the white outside ring and the black Keurig Brewed® seal.

Donut Shop® Coffee

With blue circle

Notice the blue dot and the black Keurig Brewed® seal.

250+ Varieties. 40+ Brands.

From Starbucks® to Bigelow® to Timothy's® to Green Mountain Coffee®, ee®, your Keurig® 2.0 brewer offers a wide range of great-tasting beverages from a wide range of your favorite brands.

With so many options, it's easy to find the coffee, tea, hot cocoa or iced drinks that you crave.

SHOP

We Want You to Love Your Keurig® 2.0 Brewer

We are 100% committed to making sure you have a great experience with this brewer so tell us what happened by giving our customer service team a call.

1-866-950-2326

OR

Don't have time to call us? Tell us a little about yourself and we'll follow up with you.

*Required Fields

First Name*

Last Name*

Email Address*

Phone Number

Brewer Serial Number*

How to find the serial number on your brewer.

What brand and variety portion pack are you trying to brew?*

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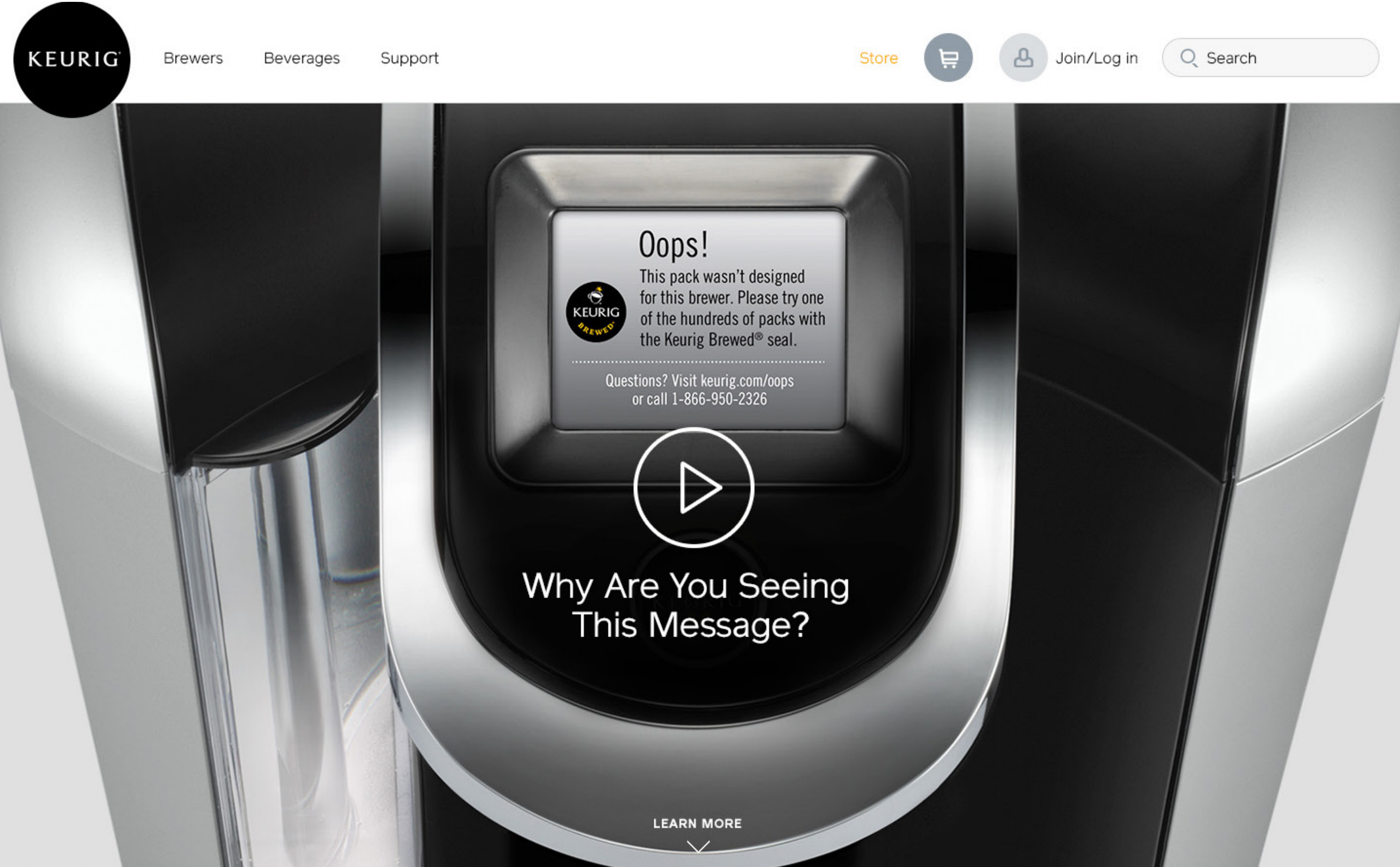
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The message you're seeing on your LCD screen is there to let you know that the portion pack you're trying to use is not compatible with your Keurig® brewer.

Newer Keurig® brewers feature the Keurig 2.0 Brewing Technology™ which reads each lid to deliver on the promise of excellent quality beverages.



Always Look For Boxes With The Keurig Brewed® Seal.

Our black and yellow seal means you get the excellent quality beverages you've come to expect.



Which K-Cup® Pack Or K-Carafe™ Pack Will Work With Your Keurig® 2.0 Brewer?

Not sure if you have the right K-Cup® pack? Look for the white outer ring, and the blackKeurig Brewed® seal. On K-Carafe™ packs, look for the dark rim and the noticeable colored dot.



K-Cup® pack
No outside ring



This only works in Keurig® K-Cup brewers (not Keurig® 2.0 brewers).



K-Cup® pack
With outside ring



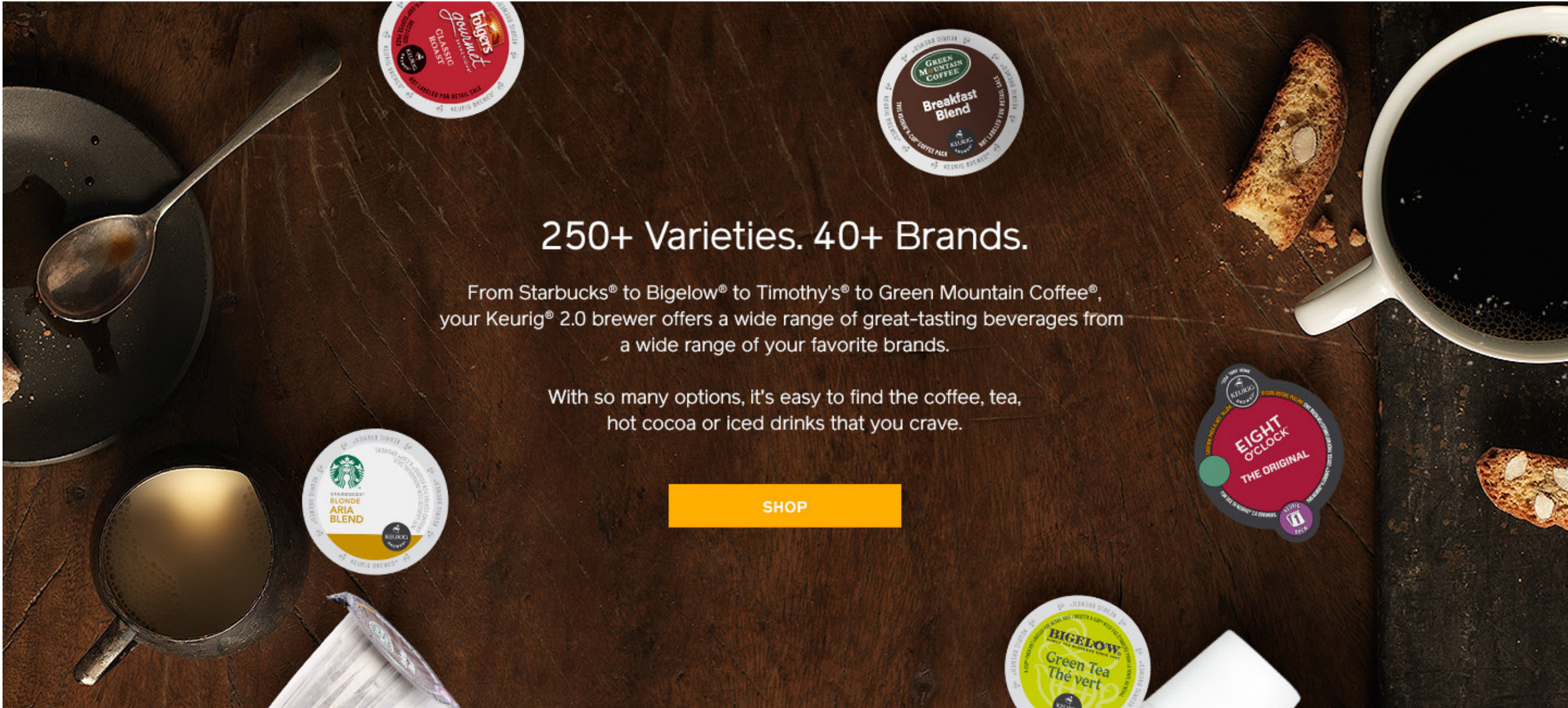
Notice the white outside ring and the black Keurig Brewed® seal.



K-Carafe™ pack
With colored circle



Notice the colored dot and the black Keurig Brewed® seal.



250+ Varieties. 40+ Brands.

From Starbucks® to Bigelow® to Timothy's® to Green Mountain Coffee®, your Keurig® 2.0 brewer offers a wide range of great-tasting beverages from a wide range of your favorite brands.

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| Hot Cocoa | Top Rated | |

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_Thank you