





# FOOD 2010

## Keurig Green Mountain INC Rank 1 of 3

The relative strengths and weaknesses of Keurig Green Mountain INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Keurig Green Mountain INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 57% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 24% points.

The company's Economic Capital Ratio, given in the ranking table, is 213%, being 53% points above the market average of 159%.

Input Variable	Value in 1000 USD
Assets, Current	537,367
General and administrative Expense	47,655
Intangible Assets	136,078
Liabilities, Current	126,443
Liabilities, Long Term	0
Other Assets	3,979
Other Compr. Net Income	-1,451
Other Expenses	579,691
Other Liabilities	0
Other Net Income	17,000
Other Revenues	786,135
Property and equipment	135,981
Selling and Marketing Expense	121,350

Output Variable	Value in 1000 USD
Assets	813,405
Liabilities	126,443
Expenses	748,696
Revenues	786,135
Stockholders Equity	686,962
Net Income	54,439
Comprehensive Net Income	52,988
BaseVar	2,038,739
ECR before LimitedLiability	176%
Economic Capital Ratio	213%