

GMCR: An Example of How Hammerstone Institutional Forum will help you staying Ahead of the Curve?



THE CASE OF GMCR:

The above is a 30 day chart for the ticker GMCR. Here is how members benefited from the chat:

- 1) On Dec 7th one of the members pointed out the drop in GMCR's shipment imports and alerted the forum members against bullish thesis. The stock was trading near \$57 at that time. He was early in pointing out the falling share. You can see the shipment imports chart on the next page.
- 2) Today, Dec 13th, pre-market, Jamie posted comments from Bloomberg's Industries Analyst mentioning fall in K-Cup's share. He reposted his comments around 10 a.m. to point out the importance of this information.
- 3) The Same day stock fell \$5 and currently trades at south of \$44.

xxxxx (12/7/2011 2:28:53 PM) : Any GMCR watchers-if you havent seen the chart of Kureig Brewer shipment imports from Rice Voelker. hit me up at xxxxxx (it isn't pretty for the bulls)

12/13/2011

jamie_lisette (09:21:51 AM):

Green Mountain Single Cup Coffee Share Fell Sequentially in Nov. By Joshua Fineman

Dec. 13 (Bloomberg) – Green Mountain Coffee K-Cup shr fell 0.4% for 4-wk period ended Nov. 27, Bloomberg Industries analyst Thomas Jastrzab says, citing Symphony/IRI data.

GMCR K-cup gained 3.4% Y/y in EDMx channel dollar shr. unit shr gained 2.8%

GMCR K-cup unit shr down 0.3% in 4-wks

Avg. unit price rose 9.4% Y/y, fell 1% over last 4-wks

jamie_lisette (10:02:03 AM): good look in GMCR yest

jamie_lisette (10:03:46 AM): gmcr lo

xxxx (10:11:13 AM): GMCR

jamie_lisette (10:11:21 AM):

jamie_lisette (09:21:51 AM):

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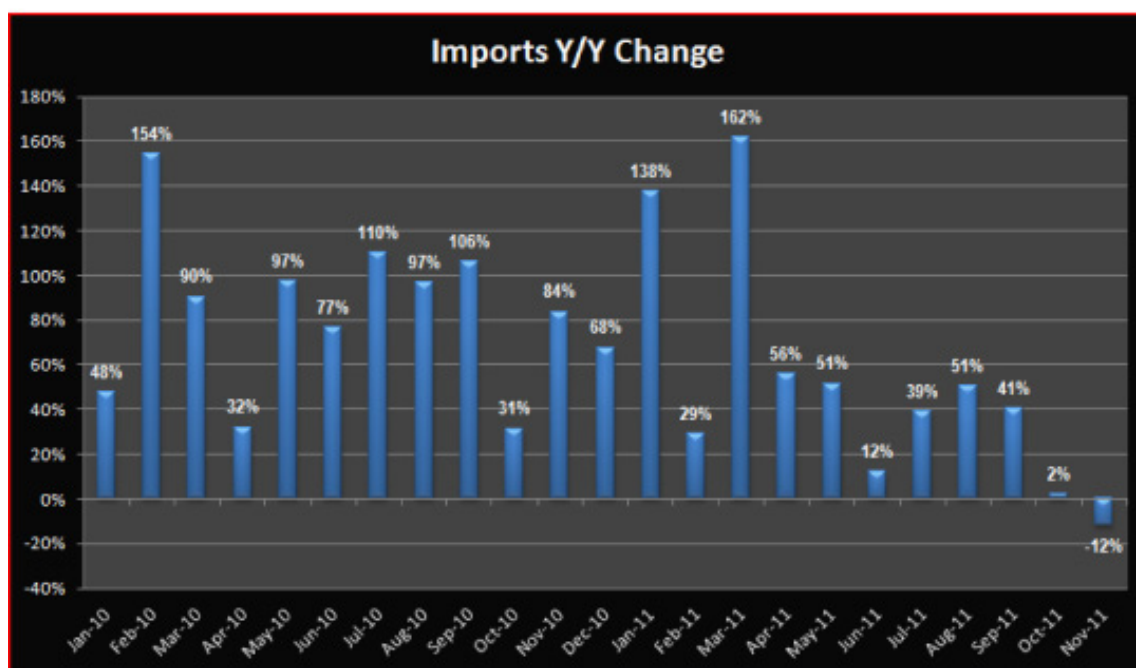
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Below is the chart mentioned by a member, a full 4 days before the Bloomberg article was released, shows the fall in GMCR's shipment imports, which was later confirmed by Bloomberg Analysts. "The chart measures the monthly change in the importation of Keurig Brewers from GMCR's four manufacturers, all of which are in China."



For more information please visit our website www.thehammerstone.com or email us at: Jamie@thehammerstone.com