



## Peet's Coffee Spreads Seasonal Cheer with "Coffee First" Holiday Offerings

*Festive Beverages by the Specialty Coffee Brand Prove Good Things Come in Small Packages*

**EMERYVILLE, California—October 13, 2016—**[Peet's Coffee](#)<sup>™</sup>, a specialty coffee brand celebrating its 50th anniversary, announced its 2016 *Holiday Blend* and beverage offerings that inspire prioritizing Coffee First<sup>™</sup> to better enjoy the year's seasonal festivities. Peet's invites you to take a moment to indulge in café newcomers like *Havana Dulce Cappuccino*, *Canela Dulce Black Tie*, and *Mighty Leaf*<sup>®</sup> *Earl Grey Tea Latte*, as well as returning favorites. And for those on your gift list, Peet's has you covered with a selection of delightful stocking stuffers.

"As we approach the holidays, we are thrilled to introduce a bold blend and a series of delicious beverages that add cheer to the celebrations of the moment," said Dave Burwick, CEO, Peet's Coffee. "As always, our Coffee team has expertly sourced the year's best beans to create a menu lineup that conjures the flavor, aroma, and spirit of the holidays."

### **A Harmonious Blend for Heartwarming Holidays**

Each year our annual *Holiday Blend* is crafted with the year's best beans, and this year's blend is no different. Comprised of beans from Guatemala for notes of bittersweet chocolate, Sumatra for tropical spice, and Kenya for a rich, dark berry—the 2016 *Holiday Blend* promises a rich and satisfying cup to savor all season long.

Available now as either regular or decaf and in K-cup packs until 1/3/2017, the blend can be purchased at:

- Participating Peet's café locations and online at [www.peets.com](http://www.peets.com) (\$16.95 per pound for regular and \$17.95 per pound for decaf)
- Grocery stores nationwide (SRP \$9.99 – \$11.99 per 10oz bag; \$7.99 – \$9.99 for K-cup 10ct and \$11.98 – \$12.79 for K-cup 16ct)

### **Reclaim the Seasonal Spirit with Coffee First**

Whether paired with the usual festive indulgences or sipped on its own, the holiday offerings from Peet's truly ensure that this is the most wonderful time of the year.

Our café lineup will include three new beverages alongside returning seasonal standards that are available from 11/2/16 to 1/3/17. Peet's welcomes to the holiday menu:

- *Havana Dulce Cappuccino* (\$3.80 – \$5.10): Spinning a traditional Latin American flavor with hand-pulled espresso and freshly steamed milk for a creamy, caramel take on our Havana Cappuccino.
- *Canela Dulce Black Tie* (\$3.15 – \$4.60): A fresh twist on a fan favorite features Peet's Baridi Blend Cold Brew layered with cinnamon flavor, dulce de leche, and topped with a gossamer float of half and half.
- *Mighty Leaf Earl Grey Tea Latte* (\$3.35 – \$4.60): Mighty Leaf Earl Grey Tea skillfully crafted with citrusy bergamot and freshly steamed milk.

Returning seasonal standards include:

- *Peppermint Mocha* (\$4.10 – \$5.30): Hand-pulled espresso infused with rich chocolate sauce and the fragrant flavor of peppermint, topped with a cloud of whipped cream.
- *Eggnog Latte* (\$3.65 – \$4.90): Hand pulled espresso steamed with real, authentic eggnog.
- *Pumpkin Latte* (\$3.55 – \$4.85): Coffee-forward, pumpkin flavored latte finished with a dusting of baking spice.

Dulce de leche plays a key ingredient role with this year's new seasonal additions, serving as a flavor that elegantly unifies *Havana Dulce Cappuccino* and the *Canela Dulce Black Tie* with a taste profile reminiscent of home-style baking.

"Latin American *savour* has flourished in the past year and given the continent's rich coffee culture, we felt it only natural to harness the flavor inspirations of dulce de leche for our 2016 holiday handcrafted beverages," said Patrick Main, Senior R&D Manager, Peet's Coffee.

### **Delightful Stocking Stuffers**

For those in search of fun and affordable gifts, Peet's has an array of holiday merchandise, including limited-edition branded ornaments, mugs, tumblers, and a tasting adventure kit. All are available exclusively at participating locations nationwide, or online at [www.peets.com](http://www.peets.com). Peet's will also host a lucrative gift card offer from 11/2/16 to 1/3/17 where buying or loading \$50 USD will get consumers a complimentary half a pound of the 2016 *Holiday Blend*.

### **Giving the Gift of Goodwill: Holiday Donation Program**

Peet's celebrates its core value of supporting local communities by continuing the tradition of its Holiday Donation program kick-started over thirty years ago. From 12/17/2016 to 12/24/2016, Peet's will donate 10% of all bean sales (up to \$150,000 USD) across five non-profits.

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### **About Peet's Coffee:**

Peet's Coffee® is a U.S. specialty coffee company founded by Alfred Peet in 1966 in Berkeley, California. Mr. Peet grew up in the coffee trade and moved to America from Holland after World War II. His coffee style was unlike anything Americans had ever tasted before—small batches, fresh beans and a superior quality roast that is rich and complex. Mr. Peet's influence on the artisan coffee movement inspired a new generation of coffee entrepreneurs, including the founders of Starbucks. Today, Peet's upholds its commitment to delivering a premium product by continuing to source the world's best beans, hand-roast in small batches, and craft every beverage by hand. Peet's asserts a strict standard of freshness to ensure optimum flavor, including a unique direct store delivery network serving over 14,000 grocery stores to personally vet the freshness date on every bag. Peet's is dedicated to growing its business through its retail, grocery and e-commerce channels while maintaining the superior quality of its coffee. Peet's is also proud of its status as the first LEED® Gold certified roastery in the United States. For more information, visit [www.peets.com](http://www.peets.com). Stay connected to Peet's: @peetscoffee on Twitter and Instagram and [facebook.com/peets](https://facebook.com/peets).

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