



Peet's Coffee Celebrates 51st Anniversary with Blend that Gives Back

Company Marks Milestone with "Drink a Great Cup, Do a Good Thing" Contribution to Coffee Kids

EMERYVILLE, California—March 21, 2017—[Peet's Coffee](#)® announced the launch of its annual, limited release *Anniversary Blend*, which celebrates its founding by giving back to origin via the company's program *Drink a Great Cup, Do a Good Thing*™. The *2017 Anniversary Blend* continues a longstanding tradition of donating to coffee-producing communities and this year supports [Coffee Kids](#)' youth training and mentorship work in Risaralda, Colombia.

Anniversary Blend: "Drink a Great Cup, Do a Good Thing"

The year's limited release highlights Peet's commitment to *Drink a Great Cup, Do a Good Thing*, with twenty five cents of every purchase (up to \$50,000) benefiting the Coffee Kids program in Colombia. Coffee Kids provides business training, mentorship, and seed capital to aspiring entrepreneurs in coffee-growing communities to support the next generation of coffee farmers. Peet's has been a proud donor to Coffee Kids for nearly thirty years.

A Heritage of Handcraft

As The Original Craft Coffee™, Peet's can claim over fifty years of coffee expertise in sourcing, blending, and roasting exceptional beans. The *Anniversary Blend*, first created in 1991, builds on this heritage and reflects the care with which Peet's approaches handcrafting coffee. This year's edition features three select and extraordinary single-origin coffees from Colombia, Rwanda, and Papua New Guinea that are skillfully roasted to produce a rich, full-bodied texture.

"Our 2017 Anniversary Blend is comprised of three exceptional single-origins that each bring a unique fruity quality," said Doug Welsh, Vice President, Coffee, Peet's Coffee. "There are hints of ripe melon from Colombia, sweet cherry from Rwanda, and full-bodied papaya from New Guinea. Together these flavors produce a refreshingly bright cup. Sweeter still, this year's blend contributes to Coffee Kids, which supports youth training and mentorship that empowers budding coffee entrepreneurs."

The *2017 Anniversary Blend* is available now, in distinctive purple bags, and while supplies last. The blend can be purchased at:

- Participating Peet's coffeebar locations and online at www.peets.com [\$19.95] per pound
- Grocery stores nationwide (SRP \$10.99 per 10oz bag; \$7.99 – \$9.99 for K-cup 10ct; and \$11.99 – \$12.79 for K-cup 16ct blend)

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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. Stay connected to Peet's: [@peetscoffee](#) on Twitter and Instagram and facebook.com/peets.

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About Coffee Kids:

Coffee Kids partners with communities to foster the creativity and entrepreneurial spirit needed to protect the future of coffee farming. Founded in 1988, Coffee Kids was the first nonprofit within the budding specialty coffee industry dedicated solely to improving coffee farmers' quality of life. Since Coffee Kids' inception, we have partnered with over 200,000 coffee-farming families in over 400 communities, and a generous base of supporters from both within and outside of the coffee industry to empower farmers to improve their lives and livelihoods. Coffee Kids' Rural Business Workshops project provides training, mentoring, and financial support to young coffee farmers so that they can implement creative solutions to the challenges they face in the changing coffee industry. We work in collaboration with all sectors of the supply chain to foster their entrepreneurial spirit in overcoming these barriers.

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