



Peet's Coffee Marks a Year of Warm Breakfast Offerings by Broadening Menu with Maple Waffle & Gouda Chicken

A Fresh Take on an American Classic Rounds Out Six Artisanal Breakfast Sandwiches on the Coffeebar Menu in Key Regions

EMERYVILLE, California—May 11, 2017—[Peet's Coffee®](#), The Original Craft Coffee™ brand, continues to evolve its palate pleasing warm breakfast offerings with the debut of *Maple Waffle & Gouda Chicken*, a fresh take on a classic American staple, and a perfect complement to the brand's handcrafted coffee. On the heels of the recently launched *Roasted Tomato Quinoa Quiche* and *Kale Chimichurri Wrap*, the limited-edition breakfast sandwich will be available from May 10th through August 31st, and can be enjoyed at any hour in NorCal, SoCal, Illinois and DC Metro Area coffeebars with a retail price of \$4.95.

"Adding the Maple Waffle and Gouda Chicken sandwich to our breakfast lineup for summer demonstrates our commitment to innovating our coffeebar offerings with a foodie focus in mind," said Liz Berman, Vice President, Retail Marketing, Peet's Coffee. "We are always seeking opportunities to provide our customers with a memorable experience and are excited to unveil this fresh take on an American favorite."

Gourmet On-the-Go that Doesn't Compromise on Taste

The *Maple Waffle & Gouda Chicken* is a breakfast bonus for an existing menu of six appetizing meals. With its ultimate combination of sweet and savory, the latest offering is made with delicious maple, buttermilk liege style waffle, cage-free eggs, and topped with expertly seasoned chicken sausage. As a fresh take on an American classic, the sandwich is paired with creamy aged Gouda—a smoky flavor that awakens the taste buds.

"Our customers prize quality, taste and freshness above all else and our range of breakfast options easily meets their demand," said Beth Hammond, Director of Food and Merchandise, Peet's Coffee. "From full-flavorful ingredients, to nontraditional pairings, our Maple Waffle and Gouda Chicken builds on our efforts to ensure that Peetniks are always enjoying delicious and filling breakfast sandwiches that balance our handcrafted coffee."

At 480 calories, the *Maple Waffle & Gouda Chicken* rounds out a versatile breakfast menu that also features wholesome offerings without sacrificing taste. All of Peet's other breakfast sandwiches are under 400 calories, with four of the six sandwiches having less than 300 calories. While all the sandwiches are produced with cage-free eggs, two are also made with cage-free egg whites.

To learn more or find a Peet's coffeebar location in your area, visit Peets.com/store-locator.

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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 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.

Media Contacts:

Elizabeth Ricardo, Public Relations Manager, Peet's Coffee

ericardo@peets.com

510.410.3027