



Peet's Springs Coffee Forward with Honey Inspired Beverages

Honey Macchiato, Honey Cortado, and Honey Matcha Tea Latte Honor Craft Coffee Heritage

EMERYVILLE, California—March 6, 2017—[Peet's Coffee](#)® announced a 2017 spring beverage selection that continues to underscore the brand's Coffee First™ approach with *Honey Macchiato, Honey Cortado, and Honey Matcha Tea Latte*.

"In welcoming spring, honey felt fitting for a seasonal lineup representative of nature and freshness," said Dave Burwick, CEO, Peet's Coffee. "We're thrilled to add to our menu three options that feature an ingredient with a versatility of flavor that blends seamlessly with our handcrafted Espresso Forte, delivering an unparalleled taste."

Peet's Coffee: Reimagining a Classic Flavor

As the Original Craft Coffee, Peet's can claim fifty years of coffee expertise in sourcing, blending, and roasting exceptional beans. Leveraging honey as a key component, the brand is highlighting a coffeebar lineup that includes the following beverages available from 3/8/2017 to 5/9/2017:

- *Honey Macchiato* (\$4.10 – \$5.10): A fresh twist on the macchiato produced featuring a hand-pulled shot of Peet's richest, freshest espresso and finished with a swirl of real honey atop a dollop of perfectly steamed foam.
- *Honey Cortado* (\$3.50): Drawing inspiration from Spanish coffee influence, Peet's proprietary Espresso Forte lightly steamed to complement a delicate infusion of honey with a light dusting of cinnamon.
- *Honey Matcha Tea Latte* (\$4.05– \$5.05): Organic, ceremonial grade Matcha Tea from Mighty Leaf Tea, steamed in milk, and with a touch of honey sweetness.

"Honey has experienced steady growth in recent years, especially with consumers craving artisanal products," said Patrick Main, Senior R&D Manager, Peet's Coffee. "More and more we have seen it paired with a variety of foods. With coffee, its unique and full-bodied flavor profile draws out the complex tonalities of our beans to produce a harmonious cup."

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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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