



Escape Summer Heat with Fog Inspired Cold Brew Beverages from Peet's Coffee

Brand Reaffirms Position as "Destination Cold Brew" with Expertly Crafted Cold Brew Fog, Cold Brew Fog Latte, and Mojito Black Tie

EMERYVILLE, California—May 4, 2017—[Peet's Coffee](#)[®], The Original Craft Coffee[™], announced its 2017 summer beverage lineup inspired by the cool, dreamy drift of San Francisco's notorious fog. The expertly crafted and frills-free *Cold Brew Fog*, *Cold Brew Fog Latte*, and *Mojito Black Tie* truly represent the brand's continual commitment to Coffee First[™].

"Peet's Coffee is excited to roll out in its coffeebars a superior and smooth cold brew line that playfully nods to the elemental nature of San Francisco and reaffirms our position as 'Destination Cold Brew,'" said Liz Berman, Vice President, Retail Marketing, Peet's Coffee. "We are proud that Cold Brew Fog, Cold Brew Fog Latte, and Mojito Black Tie offer a premium experience for any coffee lover, especially those seeking a light and refreshing way to escape the summer heat this season."

Peet's Coffee: Destination Cold Brew

The following 2017 summer beverages, all handcrafted with the brand's proprietary *East African Baridi Blend*, are available across Peet's coffeebars from 5/10/2017 to 8/30/2017:

- *Cold Brew Fog* (\$2.85 – \$4.00): Our *East African Baridi Blend* whipped until velvety smooth with a hint of chicory to complement a creamy body.
- *Cold Brew Fog Latte* (\$3.20 – \$4.35): A dressed up *Fog* with a touch of milk for a pearly frostiness.
- *Mojito Black Tie* (\$3.70 – \$4.70): *Baridi* cold brew with a hint of minty mojito, layered atop sweetened condensed milk and finished with a float of half and half.

"Our cold brew summer lineup, with its simple, coffee forward ingredients, is at the heart of what Peet's Coffee values most," said Patrick Main, Senior R&D Manager, Peet's Coffee. "Our increasing commitment to 'Coffee First' is not only reflected in these beverages, but also means that our Javiva blended drinks now proudly—and permanently—feature cold brew for that bolder flavor our consumers have come to love."

Peet's Invites Customers to Put Coffee First Every Friday

Peet's invites coffeebar guests to put Coffee First with its limited-time Summer Friday Promo. Each Friday from 5/19/2017 to 8/25/2017 during the hours of 1:00 PM to 3:00 PM, Peet's will offer a Buy One Get One Free on any beverage, any size, at participating locations.

To celebrate the Summer Friday Promo, Peet's is thrilled to host a "Cold Brew Kickoff" on 5/12/2017 from 1:00 to 3:00 PM where coffeebar guests can enjoy a complimentary beverage, also at participating locations.

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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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