



Peet's Coffee Honors Fifty Year Heritage with Lineup of Bold Espresso Classics

Craft Coffee Brand Gets Back to Basics with Expertly Handcrafted Espresso to Celebrate New Year

EMERYVILLE, California—January 10, 2017—[Peet's Coffee](#)[®], a specialty coffee company marking its 50th anniversary, announced a 2017 winter beverage lineup that deftly demonstrates the brand's Coffee First™ commitment. To celebrate the New Year, Peet's gets back to basics with three espresso classics: *The Undertow*, *Americano con Crema*, and *Café BomBón*.

"As we enter a New Year, we are proud to showcase the core of what makes Peet's Coffee great by delivering these sophisticated espresso favorites," said Dave Burwick, CEO, Peet's Coffee. "The 2017 winter lineup featuring our proprietary Espresso Forte stands as a testament to the best of the best from our coffee experts and harnesses the handcrafted approach we have spent fifty years perfecting."

Peet's Coffee: Leading the Handcrafted Charge with Espresso Classics

As the Original Craft Coffee, Peet's can claim fifty years of coffee expertise in sourcing, blending, and roasting exceptional beans. Leveraging that heritage, the brand is highlighting its Espresso Forte blend for a café lineup that includes the following espresso beverages available now to 3/7/2017:

- *The Undertow* (\$2.25 – \$4.15): A fan favorite for barista and coffee connoisseurs alike headlines the winter lineup with an enticing play on hot and cold with Espresso Forte floated over natural Madagascar vanilla syrup and half and half.
- *Americano con Crema* (\$3.35 – \$4.35): A spin on the traditional Italian Americano with a hint of chicory and foamed milk to deliciously accent both the frothy crema of a perfectly drawn espresso shot and the inherent flavor of a premium blend.
- *Café BomBón* (\$3.20 – \$4.00): A nod to a Spanish standard with a double shot of robust Espresso Forte poured over rich sweetened condensed milk that delights all the senses.

"One of Alfred Peet's early maxims included ensuring that all beverages were pulled by hand, not by machine, and we've stayed true to that throughout the history of the company" said Patrick Main, Senior R&D Manager, Peet's Coffee. "Our simple, coffee forward beverages for winter truly spotlight how a handcrafted philosophy permeates the entire company."

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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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