



Peet's Coffee & Tea, Inc. to Present at Baird 2011 Growth Stock Conference

EMERYVILLE, Calif.--(BUSINESS WIRE)-- Peet's Coffee & Tea, Inc. (NASDAQ:PEET), the premier specialty coffee and tea company in the U.S., today announced that it will present at the Robert W. Baird & Co. 2011 Growth Stock Conference at 11:15 a.m. CT on Tuesday, May 10, 2011, at the Four Seasons Hotel in Chicago.

Peet's presentation will be broadcast live with audio and slides on Peet's website at <http://investor.peets.com/events.cfm>. To access the live webcast, please go to the website beforehand to download and install any necessary audio software. A replay of the webcast can be accessed approximately three hours after the conclusion of the presentation and will remain on www.peets.com for 90 days after the scheduled conference.

ABOUT PEET'S COFFEE & TEA, INC.

Peet's Coffee & Tea, Inc., (PEET), is the premier specialty coffee and tea company in the United States. The company was founded in 1966 in Berkeley, Calif. by Alfred Peet. Peet was an early tea authority who later became widely recognized as the grandfather of specialty coffee in the U.S. Today, Peet's Coffee & Tea offers superior quality coffees and teas in multiple forms, by sourcing the best quality coffee beans and tea leaves in the world, adhering to strict high quality and taste standards, and controlling product quality through its unique direct store delivery selling and merchandising system. Peet's is committed to strategically growing its business through many channels while maintaining the extraordinary quality of its coffees and teas. For more information about Peet's Coffee & Tea, Inc., visit www.peets.com.

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