



Peet's Coffee & Tea Unveils New Light Freddos

Freddo Fridays Throughout July

EMERYVILLE, Calif.--(BUSINESS WIRE)-- Peet's Coffee & Tea (NASDAQ:PEET), the premier specialty coffee and tea company in the U.S., today introduced its new Light Freddo line of blended iced coffee beverages. Available at all Peet's retail locations, the new Light Freddos have up to 50% fewer calories than their regular Freddo counterparts.

Peet's will also continue its summer Freddo Friday tradition throughout the month of July in all retail locations (excluding licensed partners). All day on July 8, 15, 22, and 29, medium Freddos—Light and Regular—are only \$3 each.

"When we set out to create a lighter version of our popular Freddo, we did not want to sacrifice the richness, creaminess and smoothness for which our Freddos are known," said Jörg Pedersen, director, research development and quality assurance, Peet's Coffee & Tea, Inc. "Our Light Freddos have the same great taste and delicious coffee flavor that our regular Freddos have, making them the perfect afternoon treat on hot summer days."

Peet's Light Freddos are made-to-order with only the highest-quality ingredients and craftsmanship that Peet's fans have come to expect. Information is available online at www.peets.com/lightfreddos.

ABOUT PEET'S COFFEE & TEA: 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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