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Peet's Coffee & Tea and Magnolia Bakery Announce New Partnership

Starting October 16, Peet's to be the exclusive coffee and tea provider at all Magnolia Bakery U.S. locations. Plus, free Peet's coffee that day for all Magnolia patrons.

Emeryville, CA & New York, NY (October 2, 2013) - [Peet's Coffee & Tea](#), a premier specialty coffee and tea company, and Magnolia Bakery, a classic American bakery renowned for its handmade desserts, today announced a new partnership. Starting October 16, Peet's Coffee & Tea will be the exclusive coffee and tea provider at all [Magnolia Bakery](#) locations across the U.S., including its five locations in New York City and one each in Chicago and Los Angeles. The bakeries will offer patrons Peet's full-line of handcrafted espresso, coffee and tea beverages.

Both Peet's and Magnolia share a passion and commitment to their crafts, providing a perfectly matched pairing of hand-roasted premium coffee and handmade freshly baked desserts. The brands' dedication to using the finest ingredients, maintaining strict quality and freshness standards and delivering handmade products in small batches will offer patrons a truly exceptional experience.

"Our partnership with Magnolia Bakery further underscores our commitment to bring Peet's premium quality coffee to more neighborhoods across the country, including Magnolia Bakery's locations in New York City, Chicago and Los Angeles," said David Burwick, President and CEO of Peet's Coffee & Tea. "With a legacy built on the tradition of offering customers superior quality, I am pleased to team up with Magnolia Bakery who, like Peet's, values exceptional flavor and freshness."

"Magnolia Bakery shares Peet's commitment to freshly made, handcrafted products and we are excited to introduce their coffee and tea starting October 16 in all of our U.S. locations," said Steve Abrams, Owner and CEO, Magnolia Bakery. "In partnering with Peet's, we are setting the bar even higher with the perfect pairing of premium coffee and fresh, handmade desserts that gives our guests an unmatched experience."

October 16 - Free Peet's Coffee at all Magnolia Locations & More

On October 16, the official launch day of Peet's at Magnolia Bakery, patrons will receive complimentary 12 oz. cups of Peet's best-selling Major Dickason's Blend at all Magnolia U.S. locations. And, the first 100 guests at each Magnolia location will receive a signature, limited-edition gift. Furthermore, Magnolia Bakery is introducing two new Peet's-themed baked goods available for purchase starting October 16, for a limited time only, which include:

- **Double Shot Cupcake** (\$3.50) - The perfect blend of rich chocolate and vanilla marble cake, paired with espresso meringue buttercream made with Peet's Major Dickason's Blend.
- **Coffee Cake Pecan Muffin** (\$2.75) -- Delicate coffee cake layered with a sweet cinnamon sugar swirl and topped with pecans, perfectly paired with a cup of Peet's Café Domingo Medium Roast Blend.

In addition to this partnership, Peet's recently embarked on its biggest retail expansion in its 47-year history, and is opening more than 100 new Peet's stores across the Midwest and East Coast over the next year. The partnership with Magnolia Bakery is an added extension to Peet's U.S. expansion, enabling even more fans access to the perfect cup of Peet's combined with their favorite cupcake at Magnolia Bakery.

About Peet's Coffee & Tea

Peet's Coffee & Tea, Inc. 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.

Connect with Peet's on Facebook at www.facebook.com/peets, on Twitter at twitter.com/peets_tweets and on Instagram at instagram.com/peetscoffee.

About Magnolia Bakery

Magnolia Bakery first opened its doors in Greenwich Village, New York City in 1996. Since 2007, the bakery has been owned and operated by veteran restaurateur and consultant Steve Abrams and his wife Tyra Abrams. From its inception, Magnolia Bakery has provided customers with fresh baked classic American desserts in its nostalgic environment. Magnolia Bakery currently has five locations in New York City and one each in Chicago, Los Angeles, Dubai, Abu Dhabi, Kuwait City, Beirut and Doha. The company is passionate about serving its community, prides itself on tradition and quality and strives to satisfy loyal patrons while maintaining the integrity of the brand.

For more information, visit www.magnoliabakery.com.

Find "The Official Magnolia Bakery" on Facebook: facebook.com/magnoliabakery, Twitter: twitter.com/magnoliabakery and Instagram: instagram.com/magnoliabakerynyc.

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