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## Peet's Coffee & Tea Unveils Plans To Open Stores In Michigan

### Company embarks on next phase of biggest retail expansion in its 47-year history

**Emeryville, Calif. (November 11, 2013)** - Peet's Coffee & Tea, a premier specialty coffee and tea company, today announced the opening of seven store locations in the Detroit, MI metro area. This announcement ushers in the next phase of the company's biggest retail expansion in its 47-year history, which comes on the heels of 17 store openings in Ohio and four store openings in Pittsburgh, PA. This ongoing expansion demonstrates Peet's commitment to bringing the highest quality coffee to more fans in more neighborhoods across the U.S., while supporting these local communities.

Through November, stores will open in Shelby Township, Rochester Hills, Commerce, Novi, Royal Oak, Grosse Pointe and Ann Arbor.

"Our successful expansion into Ohio and Pennsylvania brought Peet's coffee to new customers in more neighborhoods in the U.S., and we're excited to now offer our hand-roasted, quality coffee to Peet's fans and new customers in Michigan," said David Burwick, president and CEO of Peet's Coffee & Tea. "The Detroit and Ann Arbor areas are important communities to us, and we're pleased to bring more jobs to these areas, working together with local businesses and organizations to help these economies thrive."

Peet's recognizes the responsibility of giving back to its customers and the community. As a commitment to developing enriching communities, Peet's plans to donate one dollar to Mercy Education Project for every customer who visits its Detroit-area stores on the grand opening day, up to five thousand dollars. Mercy Education Project's mission is to provide educational opportunities, life skills development and cultural enrichment for women and girls who have limited access to resources to enable them to improve the quality of their lives.

"Mercy Education Project strongly values its local community partnerships and we are excited to work together with Peet's Coffee & Tea to further support those living in the Detroit metro area," said Amy Amador, executive director of Mercy Education Project. "This generous donation will help support our educational services program and we look forward to fostering a long-term relationship with Peet's."

To maintain its commitment to quality and freshness, Peet's partners with local bakeries in each of its communities to provide fresh pastries every day that complement its quality coffee and tea - baked items are never frozen or stored overnight. In Michigan, Peet's is proud to partner with Michigan institution Zingerman's Bakehouse, which is known for its unique and delectable desserts. This partnership is evidence of the company's support of the local economy.

"Peet's and Zingerman's are like-minded brands that focus on delivering an unparalleled experience and never compromise product quality or freshness. We use the best ingredients and stand by our traditional baking methods so that customers can really taste the difference," Amy Emberling, managing partner of Zingerman's Bakehouse. "We're excited to expand our business to include the daily delivery of fresh baked goods to their stores."

Beginning next year, Peet's will continue to roll out new stores throughout the Midwest and East Coast.

Since Peet's opened its first store in Berkeley, CA in 1966, the company has been steadfastly dedicated to crafting the highest quality coffee, as set forth by founder, Alfred Peet. Peet's coffee buyers travel the world to select the finest coffee beans. Each batch of coffee is then hand-roasted before being immediately packaged and shipped as quickly as possible to uphold a strict standard of freshness.

#### **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](http://www.peets.com)

For more information on the expansion and photos of new stores, visit [www.peets.com/meetpeets](http://www.peets.com/meetpeets)

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