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Peet's Coffee & Tea Unveils Plans to Open Six Stores in Columbus, Oh Area

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

Emeryville, Calif. (August 28, 2013) – Peet's Coffee & Tea, a premier specialty coffee and tea company, today announced the opening of six store locations throughout the Columbus, OH area. This announcement ushers in the next phase of the company's biggest retail expansion in its 47-year history which began with a plan to open 10 stores in the Cleveland area. Through September, stores will open in Columbus, Heath, Gahanna and Upper Arlington. This ongoing expansion demonstrates Peet's commitment to bringing the highest quality coffee to more fans across the U.S., while supporting local economies and helping communities thrive.

"On the heels of our successful expansion into the Cleveland market earlier this month which brought Peet's coffee to thousands of customers, we are excited to offer our premium, quality coffee to current Peet's fans and new customers in the Columbus, OH area," said David Burwick, president and CEO of Peet's Coffee & Tea. "Columbus deeply values its community and we are thrilled to be entering the area while working with and supporting local businesses."

Peet's recognizes the responsibility of giving back to its customers and the community in which it thrives. As a commitment to developing enriching communities Peet's plans to donate one dollar to Franklin Park Conservatory & Botanical Gardens for every customer who visits its Columbus-area stores on the grand opening day, up to five thousand dollars. Franklin Park Conservatory is a non-profit horticultural and educational institution showcasing exotic plant collections, special exhibitions, and artwork. The facility's extensive plant collections and exhibits provide hands-on learning opportunities about nature, sustainability and the arts.

The expansion will continue later this fall when Peet's opens two stores in Dayton, followed by several more stores in Pennsylvania and Michigan. Beginning next year, Peet's will 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.

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