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Peet's Coffee & Tea Unveils Plans to Open Four Stores in Pittsburgh, Pa Area

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

Emeryville, Calif. (October 23, 2013) – Peet's Coffee & Tea, a premier specialty coffee and tea company, today announced the opening of four store locations in the Pittsburgh, PA area throughout October. This announcement ushers in the next phase of the company's biggest retail expansion in its 47-year history which began with 18 store openings in Ohio. Peet's will open three stores in Pittsburgh and one store in Brentwood. 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 Ohio market last month, which brought Peet's coffee to thousands of new customers, we are excited to offer our premium, quality coffee to current Peet's fans and new customers in the Pittsburgh, PA area," said David Burwick, president and CEO of Peet's Coffee & Tea. "Supporting the local community and businesses is a core value to Peet's and we look forward to entering the Pittsburgh area."

Peet's believes that passionate employees create a great experience for customers. As such, Peet's is offering competitive pay and benefits that help re-invigorate employment and create promising opportunities within the Pittsburgh community. And in working with nearby businesses, such as Mediterra Bakehouse, Peet's also offers customers fresh, baked goods that complement its coffee and tea offerings while supporting the local economy.

"We've increased our production capabilities in pastry to provide Peet's Coffee & Tea stores in Pittsburgh, Cleveland and Columbus with fresh pastries daily," said Nicholas Ambeliotis, founder and president of Mediterra Bakehouse. "It is not often that a company like Peet's comes into your market, a company with the same vision as us, high quality, consistency and an innovator and leader in our respective industries."

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 Phipps Conservatory and Botanical Gardens for every customer who visits its Pittsburgh-area stores on the grand opening day, up to five thousand dollars. Phipps Conservatory and Botanical Gardens is a strong advocate for advanced green-building practices, sustainable gardening and environmental awareness. The Conservatory has been inviting visitors to explore the beauty and mysteries of plants since 1893. Set amidst one of Pittsburgh's largest green spaces, Schenley Park, Phipps Conservatory stands as a cultural and architectural centerpiece of the city's Oakland neighborhood. The expansion will continue later this fall when Peet's opens seven stores throughout Michigan. 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

For more information on the expansion and photos of new stores, visit www.peets.com/meetpeets

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