



Peet's Coffee & Tea, Inc. to Report Its Second Quarter Results on Tuesday, Aug. 2, 2011

EMERYVILLE, Calif.--(BUSINESS WIRE)-- Peet's Coffee & Tea, Inc. (NASDAQ:PEET), the premier specialty coffee and tea company in the U.S., today announced that it will release its second quarter results on Tuesday, Aug. 2, 2011, at 1:00 p.m. PT/4:00 p.m. ET.

Following the release via the wire services, the company will host a conference call beginning at 2:00 p.m. PT/5:00 p.m. ET, which can be accessed by calling 1-866-748-8653. The call will be simultaneously webcast on Peet's website at www.peets.com.

A replay of the teleconference will be available from 5:00 p.m. PT/8:00 p.m. ET on Aug. 2, 2011, through 8:59 p.m. PT/11:59 p.m. ET on Aug. 9, 2011, at 1-800-642-1687 or 1-706-645-9291, using access code 82103413. It will also be archived at <http://investor.peets.com/events.cfm> through Aug. 2, 2012, at 8:59 p.m. PT/11:59 p.m. ET.

About Peet's Coffee & Tea, Inc.

Peet's Coffee & Tea, Inc. (NASDAQ: 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.

Double Forte
Nicole Arena, 415-848-8103 (Media)
narena@double-forte.com
or
Peet's Coffee & Tea, Inc.
Seanna Allen, 510-594-2196 (Investor)
investorrelations@peets.com

Source: Peet's Coffee & Tea, Inc.

News Provided by Acquire Media