



Peet's Coffee Launches a New, Dedicated Business Unit for Specialty Cold Brew Chilled Distribution

Peet's Marks the Founding by Expanding Ready-to-Drink Market Reach Throughout California, Unveiling Fresh Packaging for its Product Line, and Adding a New Non-Dairy Almond Offering

EMERYVILLE, California—May 2, 2017—[Peet's Coffee](#)[®], The Original Craft Coffee[™], today announced the launch of Coldcraft[™], a new dedicated business unit for ready-to-drink (RTD) cold brew coffee chilled distribution. Peet's has built a brand leadership position in premium bagged coffee by providing the nation's freshest coffee to consumers through its Direct Store Distribution (DSD) network. Under Coldcraft, Peet's and Stumptown Coffee Roasters RTD cold brew bottles and on-tap kegs will be delivered chilled by its own DSD network, assuring absolute freshness and superior taste. Coldcraft will be the only company-owned chilled distribution network within the coffee industry. Currently, Peet's RTD cold brew is only available in the San Francisco Bay Area, where it enjoys a 30 percent market share of single serve refrigerated cold brew. Through Coldcraft, Peet's will expand its cold brew market reach throughout California while also unveiling a fresh packaging design and adding a new non-dairy almond milk offering.

"With the introduction of Coldcraft, we will continue to provide our consumers with new ways to enjoy the high-quality coffee they expect from us," said Dave Burwick, CEO, Peet's Coffee. "True cold brew coffee is steeped slowly and, most importantly, requires continual refrigeration all the way to the point of consumption. Using the same model as we do with our bagged bean business, Coldcraft's refrigerated Direct Store Distribution network will ensure that every bottle of cold brew is as fresh and flavorful as possible when it hits cooler shelves."

Peet's Coffee: Continues to Innovate Through Cold Brew

Following the successful San Francisco Bay Area test market launch of Peet's RTD cold brew in mid-2016, the brand will now utilize Coldcraft to expand its distribution throughout all of California. Peet's will also add a new non-dairy offering with *Almond Milk*, as well as unveil a fresh packaging design.

"When we launched Peet's ready-to-drink in July of 2016, it quickly became the top single-serve refrigerated cold brew brand in the Bay Area," said Tiffin Groff, VP and General Manager, Coldcraft. "Building on that momentum, we are widening Peet's ready-to-drink cold brew availability throughout California in time for summer. We are also excited to add Stumptown, the pioneers in cold brew, to our refrigerated Direct Store Distribution network."

Peet's RTD Cold Brew, with a suggested retail price of \$3.99, will soon be available throughout all of California in Peet's coffeebars, grocery, natural food stores, and partner locations. It boasts four delicious coffee beverages with a dynamic fresh packaging design:

- ***Baridi Black Cold Brew*** — the purest expression of cold brew from Peet's Coffee, served straight up in a 10.5 fluid ounce glass bottle.
- ***Almond Milk Cold Brew*** — the newest Peet's ready-to-drink cold brew is Baridi Black with smooth almond milk and pure cane sugar, in a 10.5 fluid ounce bottle.
- ***Coffee au Lait Cold Brew*** — a coffee-forward pairing of Baridi Black with the freshest rBST-free milk and pure cane sugar, in a 10.5 fluid ounce bottle.

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- **Dark Chocolate Cold Brew** — Baridi Black made even more delicious with the freshest rBST-free milk and rich Guittard cocoa, in a 10.5 fluid ounce bottle.

Peet's is also introducing Nitro Cold Brew on tap kegs that will pour nitrogenated coffee—a smooth and creamy cold brew coffee experience. Nitro will be available in select Peet's coffeebars, stadiums, colleges, universities, and more locations to come throughout the summer.

Bold. Smooth. Never Bitter

The base of Peet's RTD cold brew and on-tap kegs starts with the same cold brew coffee served in Peet's coffeebars, made with the proprietary East African Baridi Blend. Sourced from smallholder farms, and specially selected for its bright, juicy, and aromatic profile, it is expertly hand roasted and then brewed slowly to produce a smooth, refreshingly bold cold brew coffee. Peet's RTD cold brew is fresh and perishable, requiring constant refrigeration.

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About Peet's Coffee:

Peet's Coffee® is a U.S. specialty coffee company founded by Alfred Peet in 1966 in Berkeley, California. Mr. Peet grew up in the coffee trade and moved to America from Holland after World War II. His coffee style was unlike anything Americans had ever tasted before—small batches, fresh beans and a superior quality roast that is rich and complex. Mr. Peet's influence on the artisan coffee movement inspired a new generation of coffee entrepreneurs, including the founders of Starbucks. Today, Peet's upholds its commitment to delivering a premium product by continuing to source the world's best beans, hand-roast in small batches, and craft every beverage by hand. Peet's asserts a strict standard of freshness to ensure optimum flavor, including a unique direct store delivery network serving over 14,000 grocery stores to personally vet the freshness date on every bag. Peet's is dedicated to growing its business through its retail, grocery and e-commerce channels while maintaining the superior quality of its coffee. Peet's is also proud of its status as the first LEED® Gold certified roastery in the United States. For more information, visit www.peets.com. Stay connected to Peet's: @peetscoffee on Twitter and Instagram and facebook.com/peets.

Media Contacts:

Elizabeth Ricardo, Public Relations Manager, Peet's Coffee
ericardo@peets.com
510.410.3027