



Peet's Coffee Reinvents a Classic Fall Favorite with the Debut of Dark Chocolate Pumpkin Mocha

*The Decadent Beverage Joins Returning Seasonal Standards Pumpkin Latte, Pumpkin
Chai Latte and Pumpkin Javiva*

EMERYVILLE, Calif., August 10, 2016—[Peet's Coffee](#)[®] reinvents a classic fall favorite with the debut of Dark Chocolate Pumpkin Mocha, a fresh and richly decadent take on an iconic seasonal beverage that will be available in all Peet's cafés nationwide from August 31 through November 1.

Peet's Welcomes Fall Flavors

Peet's fall lineup is inspired by fall scents and spices, and this year the popular specialty coffee brand has added a new handcrafted beverage anchored by rich dark chocolate, a flavor Peet's knows its consumers love. Peet's invites coffee lovers to savor the season with:

- *Dark Chocolate Pumpkin Mocha* (\$4.10 - \$5.00 USD)—the ultimate melding of hand-pulled espresso, dark cocoa, and pumpkin, topped with a dusting of aromatic spices.
- *Pumpkin Latte* (\$3.55 - \$4.55 USD)—an expert mix of hand-pulled espresso, pumpkin and freshly steamed milk, topped with a light dusting of aromatic spices.
- *Pumpkin Javiva* (\$4.00 - \$5.00 USD)—a pure, blended, coffee-forward pumpkin refreshment with sweet vanilla, light cinnamon, and a hint of nutmeg that is finished with whipped cream.
- *Pumpkin Chai* (\$3.85 - \$4.85 USD)—infused with Mighty Leaf Masala Chai, pumpkin, light spices creating an aromatic cup.

"There is no flavor that evokes the feeling of autumn quite as effectively as pumpkin, and we're pleased to present this classic fall flavor in a new way to our customers by pairing it with dark chocolate and rich espresso to create the Dark Chocolate Pumpkin Mocha," said Patrick Main, Senior R&D Manager, Peet's Coffee. "Peet's fans can also look forward to their pumpkin favorites returning to the fall menu that features handcrafted, quality ingredients and highlights Peet's exceptional coffee and commitment to craft."

Throwback Takeover

As part of the launch of the fall beverage lineup, Peet's Coffee is continuing to commemorate its 50th Anniversary year by unveiling a temporary 1960s throwback campaign to honor its first store opening on April 1, 1966 in Berkeley, California. Customers can expect imagery and illustrations that conjure the groovy '60s, delighting customers as they sip the rich pumpkin beverages that roll out with a creative nod to our equally rich history.

To find a Peet's Coffee location in your area, visit [Peets.com/store-locator](https://www.peets.com/store-locator).

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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.

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