



Peet's Raises the Bar For Single-Serve Coffee with Launch of Single Cups
Made with the Same Quality, Artisan-Roasted Coffee that People Expect from Peet's

Emeryville, Calif. (June 5, 2013) – Peet's Coffee & Tea today announced the launch of Peet's Single Cups. Made with the exact same high-quality, hand-roasted coffee for which Peet's is known, Single Cups enters the market with five distinct varieties for owners of single-serve machines. Single Cups is now available at Peet's retail stores, major national grocery chains, as well as online at www.peets.com.

“We're excited to bring our customers a single-serve cup of coffee that we are proud to call Peet's,” said David Burwick, president and CEO of Peet's Coffee & Tea. “We know a significant number of Peet's fans use single-serve machines and have been eager for a single cup from us for quite some time now. After five years and nearly 2,000 tries, we believe Peet's Single Cups is setting a new bar for the category.”

Peet's uses the same beans and hand-roasted process for Single Cups that customers expect and appreciate from a cup of Peet's. Each Single Cups variety was designed with a specific dose of coffee per cup and a distinct grind parameter, measured to the micron, to highlight the taste profile of the blend. Instead of the standard paper filter that traps flavor, Peet's uses the RealCup™ patented mesh-like filter that allows essential coffee oils and flavors into the cup, producing a cup that meets Peet's exacting standards.

Peet's Single Cups is available for use in K-Cup® compatible single-serve machines.* The five varieties include, Major Dickason's Blend®, French Roast, Café Domingo®, House Blend and Decaf House Blend, with other offerings planned for the future.

**Peet's Coffee & Tea is not affiliated with Keurig, Inc. KEURIG and K-CUP are registered trademarks of Keurig, Inc.*

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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