



Peet's Coffee Announces 2017 "What Fills Your Cup?" Brand Campaign in Partnership with Five Inspirational Talent: Kristen Kish, Brianna Cope, Scott Borrero, Doug Welsh, and Patrick Main

In Debuting "Share Your Passion" Documentary Style Content, Pioneering Craft Coffee Brand Invites Consumers to Showcase the Pursuit of Aspirations that Enrich their Lives

EMERYVILLE, California—September 25, 2017—[Peet's Coffee](#)®, The Original Craft Coffee™, today unveiled a new, 1.1 million-dollar advertising campaign that answers the question of "What Fills Your Cup?" by exploring the passion that drives the brand and talented individuals in pursuit of craft, art, sport, and other aspirations. The content features *Top Chef* winner Kristen Kish, professional surfer Brianna Cope, *Top Photographer* winner Scott Borrero, Roastmaster Doug Welsh, and Beverage Innovator Patrick Main. The campaign, created in collaboration with Cutwater, includes a series of 30-second and 15-second digital spots, a unique social filter, and a consumer-facing sweepstakes.

"We are thrilled to collaborate with Peet's Coffee on developing a campaign that highlights the passions of not just our featured influencers, but anyone and everyone," said Chuck McBride, Founder, Chief Creative Officer, Cutwater. "We all have passions that move us and the framing device of the 'What Fills Your Cup' silhouette functions as the perfect hook for documentary style content and an engaging filter for Peet's fans to enjoy online and on social media. We're excited to see what kind of photos Peetniks submit as part of this campaign and look forward to learning about their unique passions."

Swirl, the media partner for Peet's Coffee, has engaged Complex, Snapchat, Pandora, Facebook, Instagram, and cross-device technology to reach audiences across devices with relevant video and custom content.

What Fills Your Cup?: Cast of Passionate Characters

Directed by famed Nate Gunn, "What Fills Your Cup?" celebrates the brand's handcrafted coffee and best-selling Peet's Cold Brew, as well as the following people devoted to the pursuit of their personal passions:

- **Kristen Kish**, an acclaimed chef releasing her first book, *Kristen Kish Cooking*; formerly of Barbara Lynch's restaurant Menton and winner of Bravo's *Top Chef*.
- **Brianna Cope**, a professional surfer from Kauai chasing waves since the age of four, currently traveling the world as a member of the World Surf League.
- **Scott Borrero**, a lauded commercial photographer and winner of Nigel Barker's *Top Photographer*.
- **Doug Welsh**, a Peet's Coffee Roastmaster and circumnavigator of the globe, hunting for the world's best beans, tasting more than a quarter million cups along the way.
- **Patrick Main**, a beverage innovator expertly handcrafting Peet's Coffee beverages by day and a touring multi-instrumentalist musician by night.

"The success of Peet's Coffee is intrinsically tied to our passion for crafting the finest and freshest coffee sourced from the highest quality beans and hand-roasted in small batches," said Andrea Fernandes, Director, Brand Marketing, Peet's Coffee. "When developing 'What Fills Your Cup?', we sought aspirational stories of individuals who are equally driven by their passions and are excited to debut content that brings to life how people embrace their talents authentically."

Find more information at peets.com/passion. To join the "What Fills Your Cup?" conversation, please feel free to use #WhatFillsYourCup on Facebook, Twitter, and Instagram.

~ more ~

“Share Your Passion” Giveaway: Chance to Win a Year’s Supply of Peet’s Coffee

With passion at the heart of Coffee First™, Peet’s Coffee is proud to roll out the central campaign theme of the cup silhouette as an interactive social filter for consumers to engage with online and across their platforms.

Moreover, timed to the launch of the “What Fills Your Cup?” brand campaign, Peet’s Coffee is inviting consumers to “Share Your Passion” by uploading a photo of them in pursuit of their own aspirations—such as art, sport, music, and many others—for a chance to win a year’s supply of Peet’s Coffee valued at \$1,000 USD.

The contest will accept submissions from September 27, 2017 to November 20, 2017 on peets.com/passion. Five winners will be randomly selected in a drawing conducted on or about November 29, 2017. No purchase or payment necessary.

The contest is open to all permanent legal residents of the fifty (50) United States or the District of Columbia, who are eighteen (18) years of age and older as of August 31, 2016. See official contest details at peets.com/passiongiveaway.

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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, wholesale 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](https://www.facebook.com/peets).

About Cutwater:

Cutwater is an independently owned full-service creative agency based in San Francisco, California that helps brands find their cutwater — the sharpest visual and verbal articulation of the brand’s ideal. This is fueled by a strategic and creative process that utilizes multi-disciplinary teams of experts to work as one on what a brand can really stand for; its point of view on the world. They translate brands’ cutwater into content they publish across media and through technology; turning brands into channels, consumers into fans and fans into customers resulting in measurable business outcomes. Cutwater has done this for some of the most iconic brands in the world including Brawny, Levis, Jeep, Ray Ban and LensCrafters, as well as exciting challenger brands like Sunrun, Feeding America, Ariat and American Giant. Cutwater is led by Founder and Chief Creative Officer, Chuck McBride, and Principal and President, Christian Hughes.

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