



Peet's Coffee Welcomes Back Fall Favorites and Unveils Vine & Walnut Blend to Honor Original Coffeebar

Limited Edition Blend Debuts Alongside Seasonal Essentials Pumpkin Latte and Pumpkin Chai Latte

EMERYVILLE, California—August 22, 2017—[Peet's Coffee](#)®, The Original Craft Coffee™, announced its 2017 fall lineup influenced by the many rich tastes of the season. The handcrafted offerings include the debut of *Vine & Walnut Blend* and the *Turkey Sage Sausage and Sweet Potato Biscuit*, as well as the arrival of seasonal essentials like *Pumpkin Latte* and *Pumpkin Chai Latte*.

Over Fifty Years of Coffee First

Peet's invites coffeebar guests to put Coffee First™ with its limited-edition, medium roast, *Vine & Walnut Blend* in honor of the very first Peet's coffeebar established in Berkeley, California in 1966 on the corner of Vine & Walnut Streets. The blend brings together exquisite coffees from Bali, Zambia, and Sulawesi to create a flavor profile of subtly sweet, smooth molasses warmed by orange zest and nutmeg.

Available now through 10/31/2017 and while supplies last, coffee connoisseurs can purchase the blend at participating Peet's coffeebars, as well as at www.peets.com, for \$18.95 USD per pound.

To celebrate *Vine & Walnut Blend*, Peet's is thrilled to offer a Limited-Edition Fall Flight package exclusive to participating Peet's coffeebars. The flight features half a pound of the following bestselling medium roasts, including *Café Domingo* and *Big Bang* with the new *Vine & Walnut*. While supplies last, they are priced at \$24.95 USD for one or two for \$45.00 USD.

Peet's Coffee: Welcome the Fall Season

The following 2017 fall beverages, all handcrafted and hand pulled, are available across Peet's coffeebars from 8/30/2017 to 10/31/2017:

- *Pumpkin Latte* (\$3.80 - \$5.10 USD): an expert mix of hand-pulled espresso, pumpkin and freshly steamed milk, topped with a light dusting of fragrant spices.
- *Pumpkin Chai* (\$3.95 - \$5.25 USD): infused with Mighty Leaf Tea® Masala Chai, pumpkin, and light spices to create an aromatic cup.

Peet's is also proud to announce the permanent addition to its menu of coconut milk, which follows on the success of the whipped coconut cream topper that the craft company launched in 2016.

"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 offering an entirely non-dairy beverage by preparing these and other favorites with coconut milk and optionally topping them with our premium whipped coconut cream," said Patrick Main, Senior R&D Manager, Peet's Coffee.

Seasonal Baked Good in the Spirit of Fall

As part of the fall menu, Peet's will expand its warm breakfast offerings with the *Turkey Sage Sausage and Sweet Potato Biscuit*—mouthwatering sweet potato paired with a sage-seasoned turkey patty topped with creamy fontina cheese. Priced at \$4.95 USD, the biscuit is available from 9/1/2017 to 1/11/2017.

"Our Turkey Sage Sausage and Sweet Potato Biscuit, with its simple, flavorful ingredients, is at the heart of what Peet's Coffee values most," said Beth Hammond, Director of Food, Peet's Coffee.

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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