



Peet's Coffee Welcomes 2018 with a Beverage Gold Rush

Limited Edition Line Spotlights Turmeric Spice within Golden Caffè Latte, Golden Chai Latte, and Golden Cappuccino

EMERYVILLE, California—January 10, 2018—[Peet's Coffee](#)[®], The Original Craft Coffee[®], announced a 2018 winter lineup influenced by turmeric, a flavorful and fragrant spice praised for its reputed health benefits. Each bright beverage within the line—*Golden Caffè Latte*, *Golden Chai Latte*, and *Golden Cappuccino*—blends the signature spice with other rich ingredients, from the warmth of ginger to the light sweetness of honey.

“After an indulgent holiday season, our wellness-centric and coffee forward Golden Caffè Latte, Golden Chai Latte, and Golden Cappuccino are the perfect way to kick off 2018,” said Dave Burwick, CEO and President, Peet's Coffee. “Their simple, flavorful spices also honor our founder, Alfred Peet, who originally sold such ingredients in our first coffeebar on Vine & Walnut when it opened in 1966 and was known as ‘Peet's Coffee, Tea, and Spices.’”

Good as Gold: Bright Flavors for a New Year

The following 2018 winter beverages, handcrafted with organic and all-natural ingredients, are available across participating Peet's coffeebars from 1/10/2018 to 4/30/2018.

- *Golden Caffè Latte* (\$4.30 – \$5.60 USD): hand-steamed milk carefully blended with earthy turmeric and poured over expertly pulled espresso infused with ginger and a touch of honey sweetness.
- *Golden Chai Latte* (\$3.95 – \$5.25 USD): an infusion of Mighty Leaf Tea[®] Masala Chai, turmeric, and light spices to create an aromatic cup.
- *Golden Cappuccino* (\$3.85 – 5.10 USD): the classic cappuccino reimaged with the zesty mix of turmeric, ginger, and honey.

“We are thrilled to introduce to our menu a spice with such a storied tradition in South Asia before gaining popularity across the world,” said Patrick Main, Senior R&D Manager, Peet's Coffee. “We cannot wait to showcase to fans how turmeric complements our coffee first attitude with a tasty aromatic filled punch.”

Peet's is also proud to continue its history of using real ingredients for added flavor and visual effect, building on menu expansions like coconut milk in 2017, which followed on the success of a whipped coconut cream topping that the craft company launched in 2016. As with all Peet's beverages, Peetniks are encouraged to mix it up with coconut or almond milk.



#

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 15,000 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, Senior Public Relations Manager, Peet's Coffee
ericardo@peets.com
510.446.8871

Elizabeth Pelton, Brand Coordinator, Peet's Coffee
EPelton@peets.com
(510) 594-2170

MFA PR Agency, Peet's Coffee
Peets@mfaltd.com
(212) 528-1691