



Peet's Coffee Heralds the Holiday Season with Joyously Flavorful Offerings

Original Craft Coffee Brand Unveils New Etoile Single-Origin and Delivers the Year's Best Beans with its Annual Holiday Blend, as well as Expertly Handcrafted Beverages of Dark Chocolate Orange Mocha and Holiday Spice Latte

EMERYVILLE, California—November 1, 2018—Peet's Coffee®, The Original Craft Coffee™, today unveiled its joyously flavorful 2018 holiday offerings. The festive Coffee First™ lineup features the new *Etoile* single-origin, annual *Holiday Blend*, beverage newcomer *Dark Chocolate Orange Mocha*, returning favorites, and a selection of premium gifts.

Joyously Flavorful: 2018 Annual Holiday Blend and Etoile

The Peet's Coffee 2018 *Holiday Blend* is crafted with the finest arrivals from around the world. Each sip is warmly spiced with notes of citrus and Mayan chocolate for a deeply roasted, and joyously flavorful cup.

"Stout bodied, deeply roasted, and joyously flavorful, our Holiday Blend is the most ardently awaited coffee of the year," said Doug Welsh, Roastmaster and VP of Coffee, Peet's Coffee. "This year we selected southern Ethiopian coffee for its citrusy perfume, the sublimely syrupy and tobacco-spiced Sumatra of the Batak region, and the Mayan chocolate delights of Guatemala from the small farms of San Martín Jilotepeque."

Available now until 1/8/2019, and while supplies last, the *Annual Holiday Blend* can be purchased at participating Peet's coffeebar locations and online at www.peets.com, as well as grocery stores nationwide. Prices vary by channel.

The alluring 2018 *Etoile* is a unique single-origin light roast, also offered only for the holiday season. Sourced from Jimma in Ethiopia, the coffee features full flavor notes of brilliant citrus and potent spice. At \$18.00 per pound, *Etoile* is only available at participating Peet's coffeebar locations while supplies last through 1/8/2019.

Making Spirits Bright: Delight in a Cup of Indulgent Cheer

The Peet's coffeebar lineup will include one new beverage alongside returning seasonal favorites that are available, while supplies last, from 11/1/2018 to 1/8/2019:

- *Dark Chocolate Orange Mocha* (\$4.75 – \$6.05 USD): Hand-pulled espresso and freshly steamed milk blended with decadent chocolate, unsweetened Dutch cocoa, and sweet citrus topped with a dollop of whipped cream and a dusting of cocoa.

"The flavors and ingredients that cue joyfully nostalgic memories are at the core of our 2018 holiday handcrafted beverages," said Patrick Main, Senior R&D Manager, Peet's Coffee. "We all know that feeling of a scent or taste that immediately transports us to a special time or place. And we hope our fans enjoy our take on the indulgent and comforting trimmings of the season."

Returning favorites include:

- *Holiday Spice Latte* (\$4.40 – \$5.70 USD): Hand-pulled espresso, freshly steamed milk, and an aromatic mixture of holiday baking spices that delivers cozy notes of cinnamon, ginger, cloves, and nutmeg.
- *Peppermint Mocha* (\$4.50 – \$5.80): Hand-pulled espresso infused with rich chocolate sauce and the fragrant flavor of peppermint, topped with a cloud of whipped cream.
- *Eggnog Latte* (\$4.10 – \$5.40 USD): Hand-pulled espresso steamed with real, authentic eggnog.

- *Pumpkin Latte (\$3.90-\$5.20 USD):* hand-pulled espresso and steamed milk meet the indulgent richness of pumpkin pie, topped with a sprinkling of baking spices.

Toast the Season

Say cheers to the season with insulated tumblers, French Press brewers, and coffee scoops. The limited-edition holiday gear shimmers in gold, silver, copper, and rose metallics. These, and many other, enchanting gifts are exclusively available at participating coffeebars or online at www.peets.com.

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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 also asserts a strict standard of freshness to ensure optimum flavor with a team that personally vets the freshness date on every bag and on every ready-to-drink (RTD) coffee available at over 15,000 grocery locations. 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 and RTD beverages. 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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