



Win a Trip to Brazil as Peet's Coffee Celebrates the Launch of New Single-Origin Monte Alegre Coffee

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Coffee lovers can enter to win a trip to a remarkable Brazilian coffee estate to celebrate Peet's Coffee introduction of Monte Alegre, the first single-origin coffee in its recently launched medium-roast line of coffees. Led by Peet's Coffee Buyer Doug Welsh, winners of this all-expense-paid trip will explore family-owned Fazenda Monte Alegre, one of Peet's favorite Brazilian coffee estates, for a unique and special behind-the-scenes experience.

The contest takes place January 9 to March 30, 2012. To enter the contest, Peet's Coffee fans must correctly answer multiple choice questions related to the Monte Alegre estate, Peet's and coffee on <http://www.peetscoffee.com> or on <http://www.facebook/peets>. In early April 2012, Peet's will announce the three grand-prize winners of the Brazil Monte Alegre estate trip with Peet's. Each winner and one guest will enjoy three days at the estate, followed by coffee-related tours in São Paulo, Brazil. Round-trip airfare, accommodations and ground transportation are included. The trip will take place in early July 2012.

In addition to the three grand-prize winners, 10 weekly winners will be chosen to win a Peet's tasting journal to aid in their coffee journey or a Peet's-branded coffee tumbler.

The Monte Alegre estate, or fazenda, is considered a model farm with highly respected and certified business, social and environmental policies. The farm is set in the Sul de Minas region of Brazil, an area renowned for the quality of its coffee and mineral water springs. The area's climate and well-defined seasons provide ideal conditions for producing top-quality coffee.

Fazenda Monte Alegre is certified by Utz, an independent worldwide certification program that ensures coffee production meets strict environmental, social and economic criteria. 'Utz,' which means 'good' in Mayan, is also reflected in the plantation's programs for its employees and their families. The estate provides a health clinic, daily lunch, monthly food basket filled with staples required for a balanced diet, good wages, football fields and more. Nearly all of the workers have been with the plantation for at least six years, and all of their children are enrolled in the local school. "This is one of the best run, socially and environmentally aware estates we have ever seen," said Doug.

Limited Edition Monte Alegre is available only from January through March 2012 in grocery stores nationwide and at <http://www.peets.com>. This single-origin coffee has a nutty aroma and flavor, flecked with vanilla notes for a remarkably pure and smooth coffee. Peet's roasted this special coffee in small-batch, medium-roast style to deliver it at the peak of freshness. All Peet's coffees are roasted in Peet's LEED® Gold certified roasting facility—the nation's first—in Alameda, CA and delivered daily nationwide, fresh from the roaster.

Limited Edition Monte Alegre is available in 12-ounce packages at grocery stores nationwide. Both whole bean and ground is available in the West and only ground is available on the East. Suggested retail price is \$11.99 per 12-ounces. It's the third medium-roast coffee for Peet's, joining 2011 releases of Café Domingo and Café Solano.

About Peet's

Peet's Coffee & Tea, Inc. (NASDAQ: PEET) is the premier specialty coffee and tea company in the United States. On April 1, 1966, Alfred Peet first opened the doors of his coffee store in Berkeley, CA, quietly igniting a revolution that forever changed the expectations of American coffee drinkers. More than four decades later, Peet's remains true to the quality tenets of its founder, attracting ever-increasing numbers of true coffee lovers, for whom a cup of coffee could only mean a cup of Peet's.

In 2007, Peet's began production in the world's first LEED® Gold certified roasting facility in Alameda, CA, where 100% of its coffees are roasted, blended, packaged and shipped. 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.

For more information about Peet's Coffee & Tea, Inc., visit <http://www.peets.com>.

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