



November 15, 2012

Make This Holiday Gift Giving Season Special with Peet's Coffee & Tea

Peet's 2012 Holiday Blend Coffee & Teas Are a Celebration in the Making

EMERYVILLE, Calif. - November 15, 2012 -Peet's Coffee & Tea's highly anticipated 2012 holiday blend coffee and tea are available now in stores and online. Holiday Blend coffee and tea make the perfect artisan gift for coffee and tea lovers this holiday season.

Give Artisan-Crafted Peet's for less than \$20

Peet's 2012 Holiday coffee and tea offerings make thoughtful, premium-quality gifts for less than \$20. Great as a hostess gift, stocking stuffer, or office Secret Santa, Holiday Blend coffee and Holiday Breakfast Blend tea can play starring roles at a holiday party, taking after-dinner dessert to the next level.

Peet's Holiday Blend coffee is specially crafted each year to bring a bold and festive offering to coffee aficionados everywhere. A big, full cup with chocolaty aromas, complex flavors and a long finish, suggesting hints of cocoa and baking spices, the Peet's 2012 Holiday Blend features a rare Kenya bean which imparts a glimmer of dense, berry fruit. This limited holiday offering also includes beans from all three major coffee-growing regions (Latin America, the Indo-Pacific and Africa) and are prepared in three distinctive styles: a sparkling washed, a weighty natural and a spicy aged, all of which interact to create a well-rounded blend.

Peet's 2012 Holiday Blend Coffee availability:

- All Peet's retail locations (\$16.95 per pound)
- Grocery stores nationwide (SRP \$9.99 - \$11.99/12 oz.)
- Online at www.peets.com (\$16.95 per pound)

Holiday Breakfast Blend tea is Peet's annual celebratory blend of the finest pure black teas from the best lots of the year, created with cold-weather enjoyment in mind. This year's blend includes fine lots of Darjeeling, specially sourced by Peet's tea buyers during the second flush, a select lot of Keemun held in reserve since last year, and Yunnan gold-tipped leaf from southern China to create a rich, aromatic and slightly sweet cup with layers of complexity.

In addition to Peet's 2012 Holiday Breakfast Blend, Winter Solstice features premium quality black tea with spices, vanilla and citrus. Good Hope Spice Blend, Peet's newest herbal tea (caffeine-free), rounds out the seasonal collection with mellow and aromatic notes of wildflower honey, citrus and spices. Peet's Holiday Seasonal teas are available throughout Peet's retail locations and www.peets.com (\$11.95 loose leaf; \$9.95 teabags Holiday Breakfast Blend and Winter Solstice; \$6.95 teabags Good Hope Spice Blend).

About Peet's Coffee & Tea, Inc.

Peet's Coffee & Tea, Inc. is the premier specialty coffee and tea company in the United States. The company was founded in 1966 in Berkeley, Calif. by Alfred Peet. Peet was an early tea authority who later became widely recognized as the grandfather of specialty coffee in the U.S. Today, 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. Peet's is committed to strategically growing its business through many channels while maintaining the extraordinary quality of its coffees and teas. For more information about Peet's Coffee & Tea, Inc., visit www.peets.com.

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