

FOR IMMEDIATE RELEASE

Media Contacts:

Nicole Arena
Double Forte
415.848.8103
narena@double-forte.com

Elizabeth Sgarrella
Double Forte
415.848.8133
esgarrella@double-forte.com

**PEET'S COFFEE & TEA ANNOUNCES WINNER OF THE FOURTH ANNUAL BARISTA
COMPETITION**

Rachelle Stepro Takes First Place

EMERYVILLE, Calif. — Oct. 7, 2011 — In the latest installment of what has become the specialty coffee industry's version of the annual fall classic, Peet's Coffee & Tea today conducted its fourth annual National Barista Competition. Rachelle Stepro, representing the San Luis Obispo store, defeated three other finalists to take home the honor as Peet's top barista.

The finals represented the culmination of a series of store, district and regional competitions that took place over a span of six months and involved more than 2,000 Peet's baristas. The finalists were judged on both technical quality and taste, using international barista competition standards by an expert panel of judges that included four sensory judges, two technical judges and one head judge.

Prior to the competition, each regional finalist selected a non-profit organization to represent. By virtue of Stepro's victory, Peet's will make a donation in the amount of \$1,000 to the Central Coast Autism Spectrum Center [San Luis Obispo].

"I feel like my hard work has paid off, my dream when I first started blending this espresso was to get to this level. It feels really good!" said Stepro.

During the competition, Stepro and her fellow finalists had 15 minutes to prepare three different types of beverages for each of the four sensory judges, including espresso, Peet's traditional cappuccino and a signature beverage of their choice.

"This event is truly a celebration of the art of the professional coffee barista and represents the pride that every Peet's barista puts into his or her craft," said Denyelle Bruno, VP of Field Operations at Peet's Coffee & Tea. "Making the perfect cup of coffee begins with sourcing the best beans, artisan roasting the beans by hand and, finally, handcrafting the beverages with a combination of technical skills and artistry."

About Peet's Coffee & Tea, Inc.

Peet's Coffee & Tea, Inc. (NASDAQ: PEET) 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.

###