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## Peet's Coffee & Tea, Inc. Introduces Baridi Iced Coffee Blend

*Crafted Specifically for Enjoyment Over Ice, Just in Time for Summer*

EMERYVILLE, Calif.--(BUSINESS WIRE)-- Peet's Coffee & Tea, Inc. invites coffee drinkers to take a sip of summer with its new coffee offering, Baridi Iced Coffee Blend. Beginning today, Peet's will highlight this specially crafted blend to coffee enthusiasts seeking a refreshing, bold iced coffee taste.

Baridi (meaning "cold" in Swahili) was crafted specifically with iced coffee enjoyment in mind. Leveraging 46 years of blending expertise, Peet's selected premium East African coffees for their inherent juicy flavor characteristics and extravagant fragrances to create a refreshing, coffee-forward, flavorful and aromatic cup.

"Great tasting iced coffee requires a special blend of beans," said Doug Welsh, Roastmaster, Peet's Coffee & Tea, Inc. "With Baridi, we achieved a cup of coffee so flavorful that it's fragrant ice cold, and it has just the right amount of brightness and crispness you need to cut through milk, if you choose to add it. Above all, it's refreshing, the *sine qua non* of iced drinks."

In addition to beans, Baridi Iced Coffee Blend will be served by the cup in all Peet's retail locations. Baridi Iced Coffee joins an extensive Peet's iced beverage menu that features iced espresso beverages, iced teas, seasonal tea coolers and Peet's Blended Freddo™ line including Caffè Freddo™, Mocha Freddo™, Light Freddo™ and Coffee Freddo™. Like all Peet's beverages, these offerings are prepared fresh daily, with only the highest-quality ingredients and to each customer's order.

### Availability

Baridi Iced Coffee Blend is available for a limited time in 12-ounce bags in grocery stores nationwide with a suggested retail price of \$9.99 to \$11.99. The blend is also available for \$15.95 per pound for a limited time in all Peet's retail stores and year-round online at [www.peets.com](http://www.peets.com) or by calling 800-999-2132.

### About Peet's Coffee & Tea

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](http://www.peets.com).

For more information about Peet's Iced Beverage offerings, visit [www.peets.com/peetsonice](http://www.peets.com/peetsonice).

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