



## Peet's Coffee Celebrates 46th Anniversary with New Campaign That Rewards Good Deeds - Drink a Great Cup, Do a Good Thing™

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Coffee lovers can now drink a great cup of coffee and do a good deed simultaneously when [Peet's Coffee & Tea](#) launches its Anniversary Blend, an annual tradition now celebrating 46 years of making delicious coffees and supporting their bean-growing partners worldwide. From March 26 to May 22, 2012, with every purchase of Anniversary Blend, Peet's will donate 5% of the proceeds to establish clean water access to communities surrounding Papua New Guinea's Rainforest Alliance Certified™ Korona Plantation, the source of the main component coffee in this blend.

As part of the 'Drink a Great Cup, Do a Good Thing' campaign, Peet's has launched a Facebook Photo Contest and is encouraging inspired coffee lovers to share pictures and stories of the good deeds they do or witness, with a chance to be rewarded. Consumers can enter the Photo Contest on Peet's Facebook page ( <http://www.facebook.com/peets>) for a chance to win one of two \$1000 donations in their name to their favorite non-profit organization. Consumers are also being asked to pin their Do Good photo to Pinterest with the hashtag, [#DoGood](#). Peet's will then add it to their Pinterest DoGood board to create a visual Wall of Good.

One winner will be chosen by Peet's, and the other winner will be chosen by Peet's Facebook fans, based on the highest number of votes. The month-long photo and story submission period is April 6 to May 6; voting takes place from April 6 to May 13. Winners will be chosen on May 14.

Once the good deeds are posted, [coffee lovers](#) will also have the opportunity to download rewards such as a coupon worth \$2.00 off a bag of any Peet's coffee in grocery stores, complimentary brewed coffee at a Peet's coffee shop with the purchase of Anniversary Blend, or free shipping from [peets.com](#). "We're building a giant collage of pictures and words that demonstrates how much good is done in our communities each day, big and small, and will energize us all to do more," said Eric Lauterbach, Peet's vice president of consumer sales. "As we celebrate our 46th anniversary with this year's wonderful coffee blend, we're applauding the special acts of kindness that go on around us. We're especially pleased to work with our Peet's customers to do good for the Korona Plantation."

The Korona coffee plantation is situated in picturesque Korona Valley near Aiyura in Papua New Guinea's Eastern Highlands. Once considered one of the best coffee-growing plantations in the region, it went through a time of neglect. However, revived management has returned the plantation to its highly respected position as a top producer in the Eastern Highlands.

Plantation manager Maureen Kahento took over the Korona Plantation family business, greatly elevating the quality of the coffee and achieving Rainforest Alliance certification. She continues to consistently invest in improving the lives of the people in her community. "We love the extravagant taste of her coffees and share a similar passion for supporting the communities where we do business," said Shirin Moayyad, Peet's director of coffee.

In the New Guinea Highlands, women typically have to walk long distances — often to and from rivers — to collect clean water. 'Drink a Good Cup, Do a Good Thing' supports Maureen's efforts to improve clean water access in her community by building catchment water tanks in at least three centrally located, accessible areas. These tanks, designed to collect and store large amounts of rainwater, have the potential to vastly improve the quality of life of these communities. Peet's will direct 5% of the proceeds, up to \$25,000, from the sale of its Anniversary Blend to build six catchment water tanks in the local area.

### About Anniversary Blend 2012

Peet's Anniversary Blend was first created in 1991 to celebrate the company's 25th anniversary. This year's vintage features three extraordinary select coffees, specially sourced for this blend: Papua New Guinea's Korona Plantation, densely flavored with forthright fruit and a honeyed texture; Africa's Burundi Kirmiro, with a rich body and velvety, blackcurrant undertones; and Colombia Supremo Antioquia Finca Santa Barbara, for its bright, pure palate acidity and fine, clean finish. All three are washed-process coffees in which water is used to eliminate the pulp from the coffee beans once the skin is removed. The resulting coffee is rich, vibrant and aromatic, with a bright, clean finish.

Peet's roasts these special coffees in its signature small-batch, deep-roast style. 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.

Anniversary Blend is available in distinctive purple bags: 12-ounce whole bean is available in grocery stores in the West and 12-ounce ground is available in grocery stores nationwide at a suggested retail price of \$10.99. Anniversary Blend is also available in Peet's coffee shops and at [peets.com](http://peets.com) for \$15.95/pound.

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

Read the full story at <http://www.prweb.com/releases/2012/4/prweb9389422.htm>

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