



Peet's Coffee & Tea, Inc. to Present at 2009 Piper Jaffray 29th Annual Consumer Conference

EMERYVILLE, Calif., June 8, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Peet's Coffee & Tea, Inc. (Nasdaq: PEET), the premier specialty coffee and tea company in the U.S., today announced that it will present at the Piper Jaffray 29th Annual Consumer Conference at 12:00 p.m. ET on Tues., June 9, 2009, at the Westin New York at Times Square in New York.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070606/AQW139LOGO>)

Peet's presentation will be broadcast live with audio and can be accessed on Peet's website at <http://investor.peets.com/events.cfm>. To access the live webcast, please go to the website beforehand to download and install any necessary audio software. A replay of the webcast can be accessed approximately one hour after the conclusion of the presentation and will remain on www.peets.com for 90 days after the scheduled conference.

ABOUT PEET'S COFFEE & TEA, INC.

Peet's Coffee & Tea, Inc., (PEET), is the premier specialty coffee and tea company in the United States. Peet's buys the highest quality beans in the world, artisan roasts every bean by hand to order, and delivers all of its coffee quickly for superior freshness no matter where it is sold. Founded in 1966 in Berkeley, Calif. by Alfred Peet, who is widely recognized as the grandfather of specialty coffee in the U.S., Peet's has a rapidly growing, passionate customer following that seeks out Peet's coffees wherever they go. Peet's is committed to strategically growing its business through many channels without compromising the extraordinary quality of its coffee. For more information about Peet's Coffee & Tea, Inc. visit www.peets.com.

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