



THE ORIGINAL CRAFT COFFEE

From sourcing the finest beans in the world to carefully calibrating each roast, and hand-crafting each beverage - Peet's knows coffee.

FOUNDERS OF CRAFT



When Alfred Peet opened his first Berkeley store in 1966, he started a revolution that would change our country's coffee culture by emphasizing smaller batches, freshness, the highest quality beans and a deep roasting style. Mr. Peet's passion for bold, rich flavor inspired a movement that quickly spread from the Bay Area to North America.

A COMMITMENT TO SOCIAL RESPONSIBILITY



We have an unparalleled commitment to positively impact the communities where we do business. We pay above fair trade prices for all of our coffee, and our supply chain is verified by a third party to help ensure we can best support our farming partners and their businesses. We provide assistance and training programs that best improves the quality of coffee and the lives of farmers. Finally, we roast our coffee in the nation's first LEED Certified coffee roasting facility which is recognized nationally as a high-performance, energy-efficient space, with a variety of green design and construction elements.

ABILITY TO SCALE



Peet's is the #1 premium coffee brand in California and the #2 premium brand in the U.S. We are also growing faster than the other leading coffee brands.* We have a national footprint of Retail and Away from Home Coffeeshops and a national training, service and support program to help you deliver the best quality experience to your customers.

* AC Nielsen 5/19



**PROGRAMS TO HELP DELIVER THE
BEST QUALITY EXPERIENCE TO CUSTOMERS**

LEFT

PEET'S PROUDLY POURING PROGRAMS

Complement your food service programs with our craft coffee, tea, espresso and cold brew beverages. From best-in-class training, to dedicated on-site support and comprehensive marketing programs, our Proudly Pouring programs provide you with a variety of solutions to meet all of your food service needs.



COFFEE DESTINATION

Create a Peet's Coffee destination in a shared space by delivering a dedicated Peet's branded coffee experience, with a wide selection of coffee, tea and cold brew beverages and a comprehensive marketing, equipment and training program.



RIGHT

TREAT YOURSELF



SELF SERVE STATION

Make your self serve program a destination with craft coffee, tea, and cold brew in a variety of self-serve equipment and signage options.

FOOD SERVICE

Complement your premium food service concept with on trend premium coffee & tea offerings.

