



# 100% RESPONSIBLY SOURCED COFFEE

Making a positive impact on the communities where we source our coffees has always been a part of the Peet's ethos; now this impact is third-party verified. The non-profit Enveritas conducts over 20,000 audits across social, environmental, and economic conditions throughout the Peet's coffee supply chain every year, verifying every coffee purchase Peet's makes.

## CONSUMERS CARE ABOUT SUSTAINABILITY



**3 IN 5**

consumers are interested in "learning more about **where their food comes from and how it is made**"<sup>1</sup>



**95%**

of Millennials and Gen Z would switch to a **brand associated with a cause**<sup>2</sup>



**5.6x**

Products marketed as **sustainable grew 5.6x faster** than conventionally-marketed products<sup>2</sup>

# RESPONSIBLY SOURCED COFFEE

## IMPACT OF COFFEE CLAIMS ON PURCHASE INTENT

### 3 OF THE TOP 5 CLAIMS\*

46%

The brand supports  
the communities where  
coffee is grown

49%

Grown in an  
environmentally  
sustainable way

51%

Grown on  
farms that treat  
workers well

### PEET'S COMMITMENT TO RESPONSIBLE SOURCING

100% Responsible Sourcing Requires a  
Commitment to Measurable Impact



For more information, check with your sales representative.  
To learn more, visit [peets.com/impact](https://peets.com/impact)

 Peet's Coffee

\*Source: NCA 2019 Coffee Claims Report