



Peet's Coffee & Tea®

OFFICE COFFEE

A DEDICATION TO QUALITY

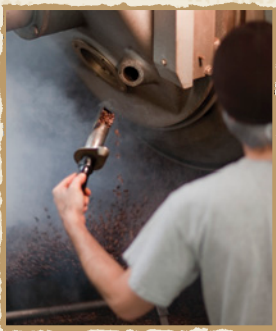


SINCE 1966

Peet's sparked the revolution in American coffee when it was introduced to the San Francisco Bay Area in 1966. Alfred Peet, son of a Dutch coffee merchant, opened the first Peet's store in Berkeley, and his selection of the finest coffee beans and unique roasting process earned Peet's an intensely loyal following. Mr. Peet is regarded as the founder of specialty coffee. Today Peet's coffees and teas are distributed in multiple channels nationwide, all while maintaining the same quality standards established by Alfred Peet.

SIMPLY THE BEST COFFEE

Peet's starts with the highest quality coffee beans from the best growing regions throughout the world. Our coffee buyers are among the most skilled and respected in the industry. They visit origin countries, meet with farmers, and monitor crop processing standards to help farmers develop better coffee beans. All of our efforts from source to cup result in the world's finest coffee.



ARTISAN ROASTING AND BLENDING

Our unique deep-roasting process gives our coffees rich, full flavors no other roaster can duplicate. Our roasters are highly skilled artisans. They roast by hand in small batches, and watch, smell and listen during roasting to develop the deepest and most complex flavors, a style that has distinguished Peet's from the beginning.

THE FRESHEST COFFEE

At the end of each day, Peet's roasting plant shelves are empty. That's because we roast to order every day, just enough to fill the previous day's orders. Fresh coffee tastes the best so we ship it within hours of roasting, we nitrogen flush the coffee to ensure ultimate freshness, and package it with a one-way gas-release valve. Quite simply, Peet's is the freshest coffee available to the workplace.



THE FINEST QUALITY TEA

Peet's is America's expert at producing world-class whole leaf teas. Peet's uses only high quality whole leaf tea in our tea bags. We selectively source fresh teas from the world's finest estates, and create proprietary blends with complex, unique flavors. Our tea buyer is world renowned for his expertise and seeks out unique producers who grow the teas that have the quality and flavor we require. Over the years, our original specialty in European-style black teas has been augmented by oolongs, green teas from Japan and China, herbals, and our famous proprietary blends.

ENJOY PEET'S FRESH-ROASTED COFFEES AND HAND-SELECTED TEAS AT THE OFFICE



Peet's premium break station display



Peet's portion pack packaging with one-way gas-release valve for the ultimate freshness



Peet's is available in portion packs and by the pound, in many single origin and blend offerings, whole bean and drip grind



Peet's premium teas also available in the office

BEYOND CERTIFICATION: OUR COMMITMENT TO QUALITY & SUSTAINABILITY



“Peet’s Uzuri African Blend coffee has practically seen us through life.”

– Virginia Murekatete,
Coffee Farmer



The KIMSAA school, supported by Peet’s, is run by our favorite Ethiopian exporter. It provides orphaned and underprivileged children food, shelter, and an education.

Peet’s mission since 1966 has been to bring our customers the highest quality coffee. And from the start, we’ve held the belief that true quality cannot be achieved without social, environmental and economic sustainability. Where the land is respected and the people who farm it live well, the coffee is - quite simply - better.

Recently, there’s been a great deal of focus on certification in the coffee world. And while various certifications address various aspects of sustainable production, they cannot ensure both the quality and the sustainability of the coffee in your cup. This is why Peet’s goes beyond certification in a variety of ways.

DIRECT RELATIONSHIPS

We forge long-term, direct relationships with our coffee partners whose quality earns them premium prices that are substantially higher than market prices and always above the Fair Trade Certified™ brand price.

FOCUSED PHILANTHROPY

We help educate coffee farmers on how to improve their coffee quality as well as support and donate to organizations dedicated to bettering the lives of people who live in coffee-growing regions.

GREEN ROASTING

We are committed to sustainability from source to cup; we roast 100% of our coffees in the first LEED® Gold certified roasting facility in the nation.

For more information on our sustainability programs visit www.peets.com.

To learn more about Peet’s Coffee and Tea and start your program please contact us today.

