

PEET'S COFFEE JOINS WOOLRICH X TARGET LIMITED TIME COLLECTION



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Featuring 'Buffalo Check' Blend and Cold Brew Singles, available starting October 18 at select Target stores and [Target.com](https://www.target.com).

BERKELEY, Calif., Oct. 15, 2025 /PRNewswire/ -- Peet's Coffee®, the original craft coffee, is pouring bold new flavor into the Woolrich x Target collection with a limited-time collaboration. In partnership with "The Original Outdoor Clothing Company", known for their iconic Buffalo Check, Peet's introduces its signature craft coffee to the Woolrich x Target collection, available exclusively on Target.com and in select Target stores beginning October 18.

The collaboration comes to life in two exclusive coffee offerings:

- **Buffalo Check Blend:** Buffalo Check Blend (Ground & Whole Bean) – A smooth and balanced medium roast with comforting notes of chocolate-covered toffee and maple syrup. Packaged in Woolrich's legendary Buffalo Check, this blend is as timeless and cozy as the flannel that inspired it.
- **Cold Brew Singles:** A bold, juicy medium roast of East African coffees with notes of sweet blackberry and cocoa. Designed for cold brew lovers, each single-serve bag, a new format for Peet's, steeps effortlessly in cold water for a crisp, robust sip—delivered in packaging styled with Woolrich's signature pattern.



Peet's Coffee Buffalo Check Blend and Cold Brew Singles, available exclusively on Target.com and in select Target stores.

"Peet's has been passionate about crafting bold, high-quality coffee since 1966, and Woolrich has been defining American heritage style with its original Buffalo Check for nearly two centuries," said Katie Keil, Chief Marketing Officer at Peet's Coffee. "Together, we're serving up the ultimate fall pairing – bold brews and Buffalo Check – because heritage and craft never go out of style."

Peet's Buffalo Check Blend in the Woolrich x Target Collection will be available exclusively at select Target stores and [online](#) starting October 18.

About Woolrich

Woolrich has inspired style for generations — from open-air wanderers to urban explorers. Known for its iconic Buffalo Check, Woolrich is "The Original Outdoor Clothing Company," now reimagining classics in a limited-time collection with Target.

About Peet's Coffee

Founded in Berkeley, California in 1966 by Alfred Peet, the "Big Bang of coffee," Peet's Coffee® pioneered the artisan movement in the U.S. With rich, complex, superior quality roasts unlike anything Americans ever tasted before, Peet's influenced generations of coffee entrepreneurs and connoisseurs. Today, Alfred Peet's legacy lives on in every Peet's cup whether ordered online, selected

at a grocery store or served in any one of the more than 465 Peet's Coffee locations in the U.S., China and the Middle East. Peet's Coffee is responsibly sourced, per Enveritas standards. For more information, visit www.peets.com. Stay connected to Peet's: @peetscoffee on [X](#), [Instagram](#) and [Facebook](#).

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