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Media Contact:
Fineman PR, Agency
Peetsmedia@Finemanpr.com
480.505.4479
[Images can be downloaded here](#)

PEET'S ON EARTH: LIMITED TIME HOLIDAY COFFEE OFFERINGS BRING COMFORT AND JOY, FESTIVE FLAVORS

Peet's Coffee celebrates the season with its spectacular Holiday Blend along with peppermint and spiced beverages, including new plant-based Holiday Spice Cold Brew Oat Foam Latte

EMERYVILLE, Calif. – November 3, 2021 – Peet's Coffee is serving holiday cheer with new limited time seasonal offerings, including its celebrated *Holiday Blend* and the debut of the plant-based *Holiday Spice Cold Brew Oat Latte*. Along with a collection of cozy and thoughtful wintery gift options and popular peppermint beverages, Peet's limited time holiday offerings are available today through January 4, 2022 while supplies last.

The new star of this year's holiday menu is the *Holiday Spice Cold Brew Oat Latte*, which combines cold brew, oat milk and Peet's signature aromatic holiday spice mixture of cinnamon, ginger, cloves, and nutmeg. For those who want to bring Peet's & Love home, *Holiday Blend* is available in Peet's [coffeebars](#), [online](#) and at [retailers nationwide](#). This fan-favorite blend, also available in Decaf and K-Cup® pods, is an ode to the festive season, crafted from our most spectacular beans.

Peet's and Joy

In addition to the *Holiday Spice Cold Brew Oat Latte*, the *Holiday Spice Latte* and *Peppermint Mocha* are back by popular demand. The *Mint Matcha Latte* is available exclusively to Peetnik Rewards members through the Peet's app. Peetnik Rewards members can also enjoy two bonus offers for the first week of the season: extra points with the purchase of any holiday beverage and free delivery* on all coffeebar orders via the Peet's app, both valid through November 9.

This holiday season is especially important as many of our customers will reunite with their loved ones after extended time apart," said Doug Welsh, Master Coffee Roaster at Peet's Coffee. "So in addition to our festive seasonal beverages, we crafted our special Holiday Blend to enjoy at home, around the table or around the fire. You know what joy feels like. Here's what it tastes like."

Peet's Coffee continues the tradition, started by founder Alfred Peet, of thanking customers for their valued patronage with the gift of a free small, brewed coffee or tea on December 24 for in-store orders only at participating Peet's coffeebars. No purchase required. Limit 1 per person.

Peet's 2021 Holiday Limited Time Offerings include:

- **Dark Roast Holiday Blend**

A celebrated blend offering notes of Guatemalan chocolate, smooth Kenyan blackcurrant, and Ethiopian candied peel with a syrupy Sumatra finish. Also available in Decaf and K-Cup pods. For every pound of Peet's Holiday Blend purchased at a coffeebar or online, Peet's will donate \$1 (up to \$40,000) to [La Cocina](#), a Bay Area non-profit committed to increasing inclusivity of BIPOC and immigrant food entrepreneurs in the food industry.



- **NEW! Holiday Spice Cold Brew Oat Foam Latte**
A new, plant-based twist: comforting holiday spices combined with smooth Baridi Blend cold brew and luscious oat milk, capped with a pillow of oat foam.
- **Holiday Spice Latte (iced or hot)**
Aromatic mix of holiday baking spices delivers cozy notes of cinnamon, ginger, allspice, cloves, and nutmeg, swirled into hand-pulled espresso and freshly steamed milk.
- **Peppermint Mocha (iced or hot)**
Hand-pulled espresso infused with rich, house-made chocolate sauce, sweet peppermint, and topped with whipped cream.
- **PEET'S APP MEMBER EXCLUSIVE: Mint Matcha Latte (iced or hot)**
Japanese green matcha tea perfectly swirled with steamed milk and refreshing peppermint syrup.
- **The Chicken & Waffles Sandwich**
Two maple waffles, topped with a crispy layer of toasted gouda cheese, surround savory chicken sausage, bacon, and a custom sweet & spiced spread; it's satisfying any time of day.

The Perfect Holiday Gifts

Share the love of all things coffee this holiday season. Freshly roasted coffee beans, cozy red beanies, coveted seasonal or iridescent mugs, and holiday treats perfect for stocking stuffers are available in coffeebars and online. Peets.com also offers e-gift cards that can be delivered instantly and a Gift Finder that makes personalized shopping easier. Learn more at [Peets.com/Holiday](https://www.peets.com/Holiday).

*Free delivery valid 11/3-11/9 for \$0 delivery fee and no delivery service fees on all delivery orders placed with the Peet's app or at www.order.peets.com. Taxes other fees and exclusions may apply. See app for details.

About Peet's Coffee:

Founded in Berkeley, California in 1966 by Alfred Peet, the "Big Bang of coffee," Peet's Coffee® introduced an artisan movement by sourcing the world's best beans, hand-roasting in small batches, and crafting beverages by hand. With rich, complex, superior quality roasts unlike anything Americans ever tasted before, Peet's influenced generations of coffee entrepreneurs and connoisseurs. Today, Peet's is uncompromisingly dedicated to its founding tenets and asserts a strict standard of freshness, ensuring optimum flavor with a team that personally vets the beans available at 17,000 grocery stores nationwide. Peet's operates from the first LEED® Gold certified roastery in the United States and grows its business through retail cafes, grocery, on-premise, and e-commerce channels. For more information, visit www.peets.com. Stay connected to Peet's: @peetscoffee on [Twitter](https://twitter.com/peetscoffee) and [Instagram](https://www.instagram.com/peetscoffee) and [Facebook](https://www.facebook.com/peetscoffee).