



Media Contact:  
Fineman PR, Agency  
[Peetsmedia@Finemanpr.com](mailto:Peetsmedia@Finemanpr.com)  
480.505.4479

**NEWSWEEK NAMES PEETNIK REWARDS ONE OF “AMERICA’S BEST LOYALTY PROGRAMS”**  
**Independent survey recognizes Peet’s Coffee loyalty program for overall experience, benefit, and satisfaction**

EMERYVILLE, Calif. – March 2, 2022 - Peet’s Coffee’s Peetnik Rewards loyalty program has been recognized by Newsweek as one of “America’s Best Loyalty Programs.” Inspired by Peet’s Coffee customer feedback, the program was updated in 2021 to offer members the ability to earn rewards faster, with one point earned for every dollar spent. Points can be accumulated in-store by scanning the QR code at time of purchase, as well as through order-ahead purchases for pickup or delivery.

Newsweek’s independent survey of 4,000 U.S. consumers ranked loyalty programs across business categories. Peet’s ranked highly in the coffee category across all criteria including ease and enjoyment, overall benefit, customer support, trust, and recommendation potential.

“Peetnik Rewards members expect and appreciate a loyalty program that can be handcrafted, just like our beverages,” said Lisa Regelman, Director, Loyalty and Growth Marketing for Peet’s Coffee. “We are proud to offer them more of what they love and continue to work to deliver a program—and an experience—that our customers expect from Peet’s.

Peetnik Rewards members have opportunities to earn points faster by participating in special bonus point and points multiplier offers throughout the year. Additionally, members have exclusive access to a members-only menu in the app, early access to new seasonal beverages, mobile order ahead and delivery, birthday bonus points and a free beverage or baked good on their Peetnik Rewards anniversary. The program offers more than 20 unique rewards to choose from. Members may redeem points for custom rewards ranging from alternative milks and espresso shots to lattes, warm breakfast items, K-Cup™ pods, espresso capsules and beans. Rewards members can also choose to redeem points for \$1, \$3 or \$5 off their purchase to use however they like.

To sign up for Peetnik Rewards, [download the Peet’s Coffee app](#) in the Apple App Store® or Google Play™ store. See Peetnik Rewards [terms and conditions](#) for complete program terms.

**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](http://www.peets.com). Stay connected to Peet's: @peetscoffee on [Twitter](#) and [Instagram](#) and [Facebook](#).

**About the Newsweek Survey:**

The 2022 ranking of America's Best Loyalty Programs was compiled based on the results of an independent survey of more than 4,000 U.S. customers who are members of loyalty programs of retailers or service providers in the U.S. Customers were



given the opportunity to evaluate various loyalty programs: around 20,000 evaluations were collected. The survey period ran from October to November 2021. The full methodology is [available here](#).