



## PEET'S COFFEE KICKSTARTS NEW YEAR WITH LATTES HIGH IN PROTEIN AND WINTER SIPS RICH IN VITAMINS C & D

*Toast to Wellness with Peet's New Vitality Menu, Featuring Lattes That Contain Protein and Bubbly Beverages That Are An Excellent Source of Vitamins C & D*

EMERYVILLE, Calif., January 8, 2025 – New year, new energy, new you! Fuel your fresh start this winter with the all-new **Vitality Menu** from Peet's Coffee — featuring lattes serving up an excellent source of protein and sparkling sips that are rich in Vitamins C & D.

**Lattes High in Protein:** Crafted with [Bob's Red Mill](#) Whey Protein Powder, each medium-sized beverage contains 20 grams or more of protein and ensures a smooth consistency with every sip. Available hot or iced, customers can choose from:

- **Vanilla Latte:** Whipped to perfection, it contains a sweet vanilla flavor and protein, making for the perfect way to pamper your taste buds *and* fuel your day.
- **Golden Latte:** Crafted with smooth whey protein, creamy texture meets rich flavor as this signature latte delivers a velvety body that's as satisfying as it is energizing.
- **Matcha Latte:** Get ready to power up as our classic, authentic, and earthy matcha green tea meets the creamy texture of perfectly steamed milk and is enriched with an excellent source of protein.

**Sparkling Sips:** Each bubbly beverage is rich in Vitamins C & D to help support a healthy immune system.

- **Golden Immunity Sparkling Lemonade:** Flavored with elderberry and cascara extract, these sparkling drinks also contain an excellent source of Vitamins C & D to brighten your day.
- **Sparkling Citrus Immunity Black Tea:** This bubbly pick-me-up blends bold black tea, a zesty splash of citrus, and is high in Vitamins C & D — a delicious way to stay energized and feel your best.

"With Gen Z giving rise to trends like protein coffee or 'proffee,' our Vitality Menu is a game-changing way to fuel the new year," said Kristina Roach, Senior Director of Brand Marketing at Peet's Coffee. "We've found a way to combine the energizing power of coffee with the lasting benefits of protein and Vitamins C & D to keep your spirits strong — without sacrificing flavor."

Peet's winter offerings get even better with two standout additions. The first is the fan-favorite **Everything Plant-Based Sandwich**, revamped with stacks of savory Impossible™ Sausage, fluffy JUST Egg, and melty vegan cheddar between a perfectly seasoned everything bagel thin. Also joining the lineup is the beloved **Ethiopian Super Natural** blend, celebrated for over 20 years for its vibrant notes of wild blueberries, white flower, and candied citron sweetness.

Can't make it to one of Peet's coffeebars? With versatile favorites like [Ultra Coffee Concentrate](#) or the vibrant blends of the [Bright Collection](#), you can easily create your own barista-style



beverages. Simply add your preferred protein shake to the finished product and enjoy a 'proffee' right from your kitchen!

Peet's new menu is available now at coffeebars nationwide, and on January 10-12, you can snag 50% off a second drink\*. Additionally, keep an eye out for other exciting products that'll be hitting stores as part of the launch, like [Ripple](#) Kids On-The-Go Plant-Based Chocolate Milk and [poppi](#) Soda in Strawberry Lemon Soda & Raspberry Rose flavors.

*\*Buy one Winter Limited Time Offer Beverage (Vanilla Latte with Protein, Golden Latte with Protein, Matcha Latte with Protein, Sparkling Citrus Immunity, Sparkling Golden Immunity) and get one Winter Limited Time Offer Beverage of equal or lesser value for 50% off price. Offer valid from 01/10/25 - 01/12/25 at participating Peet's retail coffeebar locations only, and excludes [peets.com](#) purchases, Peet's locations within airports, supermarkets, and other licensed locations. Peet's reserves the right to modify or terminate this offer at any time without notice. Cannot be combined with any other offer or discount. Not valid on prior purchases.*

### **About Peet's Coffee**

Peet's is Coffee for Coffee People. 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 works with Enveritas to responsibly source its coffee per Enveritas standards. For more information, visit [www.peets.com](http://www.peets.com). Stay connected to Peet's: @peetscoffee on [X](#), [Instagram](#) and [Facebook](#).

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