



PEET'S UNVEILS NEW SPRING VITALITY MENU TO LAUNCH MARCH 19

Peet's Coffee Introduces Refreshing Coconut Water Creations And Floral Flavors This Spring, And The Offering Of Non-Dairy Options At The Same Price As Dairy-Based Drinks Beginning This Summer

EMERYVILLE, Calif., March 14, 2025 – Kicking off spring with a burst of freshness, **Peet's Coffee** is renewing its focus on feel-good, functional beverages with the launch of its expanded [Vitality Menu](#). Approved by Dietitian and Recipe Creator [Sammi Brondo](#), she's teaming up with Peet's to share tips on how to effortlessly incorporate these functional-focused sips into your daily routine.

Coconut Water-Infused Beverages: Starting April 1, Peet's coffeebars nationwide will debut irresistibly smooth and hydrating refreshments crafted with [Vita Coco](#) Pressed Coconut Water, delivering a delicious, thirst-quenching boost. At the same time, [Peetnik Rewards](#) members can also begin enjoying exclusive access to non-dairy beverage options at the same price as dairy-based, with in-store menu pricing to adjust in June.

- **Coconut Water Cold Brew:** Infused with a refreshing, revitalizing lift, this bright and breezy brew is the perfect way to spring into the season. With bold Baridi Cold Brew, crisp Pressed coconut water, and simple syrup, each and every sip is hydrating.
- **Coconut Water Matcha:** Brimming with vibrant, springtime energy, this smooth and refreshing sip is a matcha lover's dream. Ceremonial-grade Matcha pairs perfectly with crisp Pressed coconut water and simple syrup for a sweet, electrolyte boost that's just as invigorating as the season itself.

Lattes Rich in Protein: Available now at coffeebars nationwide, these medium-sized lattes, crafted with [Bob's Red Mill](#) Whey Protein Powder, contain 20 grams or more of protein and are making their return this season hot or iced:

- **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.

"I'm excited to partner with Peet's as they continue to blend functional ingredients into their crafted beverages in such an innovative way," said Sammi Brondo, MS, RD, CDN. "With powerhouse ingredients like protein and coconut water, these drinks offer the perfect balance of nourishment and taste."



As spring bursts into bloom, Peet's is embracing floral favorites with the arrival of the **Blushing Rose Matcha Latte, Blushing Rose Sparkling Lemonade, Lavender Vanilla Latte, and Lavender Sparkling Lemonade beginning March 19**. And because no seasonal refresh is complete without the perfect bite, Peet's is also debuting the Roasted Tomato Focaccia Sandwich—an ideal pairing for these vibrant sips.

Starting **June 4, 2025**, all customers can personalize their beverages with non-dairy options—including oat, almond, and Ripple® plant-based milk—at the same price as all milk-based drinks. Peet's will be offering an exclusive in-app preview of the change for [Peetnik Rewards](#) members beginning **April 1, 2025**.

"We were proud to introduce the first fully plant-based menu item at scale for coffee shops in 2021, and, building on that commitment, we launched a seasonal menu dedicated to plant-based ingredients. Now, we're excited to take the next step by offering non-dairy options at the same price as all milk-based drinks, beginning this summer," said Gordon Bitter, Senior Vice President, Retail.

For those looking to bring the flavors of Peet's home this spring, check out vibrant at-home brews like [Peet's 2025 Anniversary Blend](#) pays tribute to the farmers at origin with every rich, crafted sip, while [The Bright Collection](#)—featuring the bold [Off the Grid](#) and radiant [Sun Catcher](#)—delivers juicy, fruit-forward flavors that bring sunshine to every cup.

Peet's isn't just blooming with flavor this spring—it's also serving up fresh deals all season long at coffeebars nationwide!

- **Sip Into Spring (3/21–3/23)** – Peetniks can grab one of the limited-edition floral sips and **get the second one 50% off***—perfect for sharing (or doubling the fun for yourself)!
- **National Cold Brew Day (4/18–4/20)** – Celebrate with a refreshing **\$3 Coconut Water Cold Brew** or keep it classic with smooth **Baridi Cold Brew****.
- **Teacher Appreciation (5/6)** – A little *thank you* goes a long way. With an Educator ID, teachers can enjoy a **small free drip coffee or cold brew*****.
- **Peetnik Perks (5/18–5/31)** – Brighten your day with a **medium Latte and warm, toasty bite** for just **\$9******—the ultimate spring pick-me-up.

**Buy one Spring Limited Time Offer Beverage (Lavender Vanilla Latte, Lavender Sparkling Lemonade, Blushing Rose Matcha Latte, Blushing Rose Sparkling Lemonade) and get one Spring Limited Time Offer Beverage of equal or lesser value for 50% off price. Offer valid from 03/21/25 - 03/23/25 at participating Peet's retail coffeebar locations and excludes peets.com, Peet's locations within airports, supermarkets, and other licensed locations. Offer is not valid on any other beverages, food, or merchandise. Cannot be combined with any other offer or discount. No cash value, and no rainchecks, adjustments, transfers or substitutions. Not valid on prior purchases. Non-negotiable. Peet's reserves the right to modify or terminate this offer at any time without notice.*



***Buy a Cold Brew or Coconut Water Cold Brew of any size for \$3. Limited to one unit per customer. Modifiers will be charged separately and added to price. Offer valid from 04/18/25 – 04/20/25 at participating Peet's retail coffeebar locations and excludes peets.com, Peet's locations within airports, supermarkets, and other licensed locations. Offer is not valid on any other beverages, food, or merchandise. Cannot be combined with any other offer or discount. No cash value, and no rainchecks, adjustments, transfers or substitutions. Not valid on prior purchases. Non-negotiable. Peet's reserves the right to modify or terminate this offer at any time without notice.*

****One small free drip coffee, cold brew, hot tea pouch, or iced tea pouch for eligible teachers on 05/06/2025. Limit of one free beverage per transaction. Please show proof of occupation to redeem. Valid only at participating Peet's retail coffeebar locations and excludes peets.com, Peet's locations within airports, supermarkets, and other licensed locations. Offer is not valid on any other beverages, food, or merchandise. Cannot be combined with any other offer or discount. No cash value, and no rainchecks, adjustments, transfers or substitutions. Not valid on prior purchases. Non-negotiable. Peet's reserves the right to modify or terminate this offer at any time without notice.*

*****Buy any Warm Food item with a Medium Latte (Caffe Latte, CBOL, Matcha Latte, Chai Latte) hot or iced, for \$9.00. Offer exclusive to Peetnik Rewards members. Limited to one transaction per Peetnik Reward member, per day. Modifiers will be charged separately and added to price. Offer valid from 05/18/2025-05/31/2025 at participating Peet's retail coffeebar locations and excludes peets.com, Peet's locations within airports, supermarkets, and other licensed locations. Offer is not valid on any other beverages, food, or merchandise. Cannot be combined with any other offer or discount. No cash value, and no rainchecks, adjustments, transfers or substitutions. Not valid on prior purchases. Non-negotiable. Peet's reserves the right to modify or terminate this offer at any time without notice.*

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 480 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. Stay connected to Peet's: @peetscoffee on [X](#), [Instagram](#) and [Facebook](#).

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