



A Beverage Gold Rush Returns to Peet's Coffee for Winter 2019

The Craft Coffee Company Welcomes Back Turmeric Spice with Fan Favorite Golden Caffè Latte and Menu Newcomers of Golden Cold Brew Fog and Golden Matcha Latte

EMERYVILLE, California—January 7, 2019—[Peet's Coffee](#)®, The Original Craft Coffee®, today announced that its beverages for the 2019 winter season feature the return of turmeric spice with fan favorite *Golden Caffè Latte* and menu newcomers *Golden Cold Brew Fog* and *Golden Matcha Latte*.

"When we unveiled turmeric last year with our Golden Caffè Latte, we were met with instant success," said Patrick Main, Senior R&D Manager, Peet's Coffee. "Not only are we excited to bring back this beloved beverage for winter, but we are proud to also introduce Golden Cold Brew Fog and Golden Matcha Latte. They highlight the flavorful and fragrant spice, as well as the Peet's Coffee commitment to craft and coffee first."

A Golden Fix for a "New Year, New You"

The following 2019 winter beverages, handcrafted with organic and all-natural ingredients, are available across participating Peet's coffeebars 1/9/2019 to 5/21/2019.

- *Golden Caffè Latte*: hand-steamed milk carefully blended with earthy turmeric and poured over expertly pulled espresso infused with ginger and a touch of honey sweetness.
- *Golden Cold Brew Fog*: Baridi Blend cold brew, brightened with turmeric, honey syrup and ginger and lightly blended with milk and ice.
- *Golden Matcha Latte*: Authentic Mighty Leaf Tea® Matcha green tea, delicately steamed with milk, golden turmeric and honey syrup.

"Turmeric is prized for its reputed health benefits, as well as its warm, earthy flavor and beautiful, bright golden color," said Main. "It is a great for those seeking wellness-centric beverage options in the new year."

As with all coffee available at Peet's, guests can mix their golden beverages with coconut, soy, or almond milk.

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About Peet's Coffee:

Peet's Coffee® is a U.S. specialty coffee company founded by Alfred Peet in 1966 in Berkeley, California. Mr. Peet grew up in the coffee trade and moved to America from Holland after World War II. His coffee style was unlike anything Americans had ever tasted before—small batches, fresh beans and a superior quality roast that is rich and complex. Mr. Peet's influence on the artisan coffee movement inspired a new generation of coffee entrepreneurs, including the founders of Starbucks. Today, Peet's upholds its commitment to delivering a premium product by continuing to source the world's best beans, hand-roast in small batches, and craft every beverage by hand. Peet's also asserts a strict standard of freshness to ensure optimum flavor with a team that personally vets the freshness date on every bag and on every ready-to-drink (RTD) coffee available at over 15,000 grocery locations. Peet's is dedicated to growing its business through its retail, grocery, wholesale and e-commerce channels while maintaining the superior quality of its coffee and RTD beverages. Peet's is also proud of its status as the first LEED® Gold certified roastery in the United States. For more information, visit www.peets.com. Stay connected to Peet's: @peetscoffee on Twitter and Instagram and facebook.com/peets.

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