

NEWS RELEASE



FOR IMMEDIATE RELEASE
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SAN FRANCISCO 49ERS AND PEET'S COFFEE ANNOUNCE MULTI-YEAR PARTNERSHIP RENEWAL

The Original Craft Coffee® Company Since 1966 and the Beloved Bay Area Sports Team Renew and Expand Unique Beverage Program at Levi's® Stadium to Continue Fueling the Faithful; Brands Reward Fans with Exclusive Offer in Celebration

SANTA CLARA, Calif. – In celebration of National Coffee Day on Sunday, September 29th, the San Francisco 49ers and [Peet's Coffee](#)®, two brands with longstanding roots in the Bay Area, today announced details of a multi-year extension of an existing beverage program at Levi's Stadium. The program also expands the reach of the coffee brand's popular handcrafted beverages—including Peet's Cold Brew and Nitro Cold Brew—to a total of 19 stadium service spaces, as well as general seating and all club areas throughout the venue. To mark the ongoing partnership, which also includes community and marketing efforts across the Bay Area, Peet's will reward fans with an exclusive insider offer. ([video](#))

"Peet's Coffee has greatly contributed to the Levi's Stadium experience since we opened the venue more than five years ago and we are extremely happy to expand that presence in 2019 and beyond," said Brent Schoeb, 49ers Chief Revenue Officer. "From early morning meetings to late-night film study sessions, Peet's Coffee is a staple around our offices, so we're excited to offer fans the freshest, hand roasted coffee in the Bay area, making flavorful cups more accessible to 49ers fans on and off gamedays."

Peet's Coffee focuses on reaching consumers where they live, work, and play—whether brewing coffee at home, pouring a fresh cup at the office cafeteria, or popping into a coffeebar for a late afternoon pick-me-up. The relationship with San Francisco 49ers came about as a natural extension of this philosophy while staying true to the Peet's core value of community. The collaboration offers guests at a football game a unique beverage offering to enjoy during an amazing spectator event.

"We have been proud partners of the San Francisco 49ers since 2014 and are excited to extend the relationship," said Erica Brown, President of Retail, Peet's Coffee. "They have exceeded our expectations in creating welcoming spaces within the stadium where spectators can savor an expertly crafted cup of Peet's. Knowing that Levi's Stadium is a premium destination for the National Football League, we're thrilled that our beverage program will continue to be a major highlight for fans."

Peet's Coffee beverages available at Levi's Stadium include regular and decaf hot coffee, handcrafted beverages made with *Espresso Forte*, and *Cold Brew* and *Nitro Cold Brew* on tap. *Peet's Cold Brew* and *Nitro* are made with the brand's signature freshly roasted *East African Baridi Blend*, which is steeped slowly, without heat, for a crisp and smooth taste. The on-tap experience delivers delicious creamy chocolatey notes and a rich, frothy taste experience.

Coffee and sports fans searching for exciting offers during football season can enjoy \$10.00 USD off orders of over \$49.00 USD on all regular, non-subscription purchases made online at www.peets.com using promo code "NINERS." Offer valid through 12/30/2019. Limit one per person. Excludes Peet's cards, monthly coffee tours, and international shipments. Discount taken in cart before taxes and shipping charges. Not valid in stores.

About the San Francisco 49ers

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has six conference championships and 19 divisional championships and was the first major league professional sports team to be based in San Francisco more than 70 years ago. Please visit www.49ers.com and follow the 49ers on Facebook and Twitter @49ers.

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 and ready-to-drink (RTD) coffee available at 15,000 grocery and convenience stores nationwide. Peet's operates from the first LEED® Gold certified roastery in the United States and grows its business through retail, grocery, on-premise, and e-commerce channels. 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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