



Peet's Coffee™

Uzuri African Blend

2010 Press Kit

Contact: Jen Marshall
The Fresh Ideas Group
303-449-2108, ext. 18 or jen@freshideasgroup.com





Contact: Jen Marshall
The Fresh Ideas Group
303-449-2108 ext. 18
jen@freshideasgroup.com

Peet's commitment to quality coffee creates sustainable change for East African farmers

Specialty coffee purveyor launches limited edition Uzuri African Blend in groceries nationwide

EMERYVILLE, Calif. (Jan. 26, 2010) – Renowned for its quality, deep-roasted coffee, Peet's Coffee & Tea introduces **Uzuri African Blend**. The culmination of hundreds of hours of hands-on farmer training by Peet's coffee buyers, this blend offers coffee lovers an exceptional cup while generating an increase in income for 6,000 small-scale farmers in Kenya, Tanzania and Rwanda. Showcasing the region's floral and aromatic flavors, Uzuri (pronounced oo-ZUR-ee) will be available on grocery shelves nationwide for a limited time from Feb. 15 to March 31, 2010. Starting March 3 in Peet's coffeehouses and at Peets.com, Uzuri African Blend will become a permanent addition to Peet's collection of signature blends, the first new blend in eight years.

Meaning "excellent" and "beautiful" in Swahili, the Uzuri name was chosen by the African farmers who grow the coffee beans. Peet's collaborated with the nonprofit TechnoServe to bring the distinct flavors of East Africa, the birthplace of coffee, to American coffee enthusiasts while creating a sustainable business model for thousands of farmers and their communities. Through farmer training and improved processing, the East African farmers are now producing coffee that meets Peet's strict quality standards, earning them an estimated 30 percent more for their crop.

"I'm a believer that, quite literally, quality pays," said Shirin Moayyad, Peet's director of coffee purchasing. "East African coffee is some of the finest in the world. And after working alongside these farmers, it's wonderful to be able to offer our customers the exceptional quality coffee we've achieved, as well as see the increase in income for the farmers who grew it. It's truly a sustainable model, one we aim to grow."

"Throughout Tanzania, Rwanda and Kenya, coffee farmers live in extreme poverty, earning less than \$2 per day," said David Browning, senior vice president of TechnoServe's Coffee Initiative. "The training Peet's provides in coffee quality along with business and agronomy training from TechnoServe means those farmers will be able to generate higher incomes and build a better future."

Uzuri African Blend is a classic reflection of its origin with flavors that are bold, aromatic and smooth, with undertones of dark berry. This newest addition to Peet's collection of signature blends will be sold in 12-ounce bags, with retail prices ranging from \$8.99 to \$9.99 in supermarket chains across the country.

Editor's note: Advance samples of Uzuri African Blend are available by contacting Jen Marshall at Jen@freshideasgroup.com or 303-449-2108, ext. 18.

About Peet's Coffee & Tea

Peet's Coffee & Tea Inc. [PEET](http://www.peets.com), is the premier specialty coffee and tea company in the United States. Founded in 1966 in Berkeley, Calif., by Alfred Peet, an early tea authority who became widely recognized as the grandfather of specialty coffee in the United States. Peet's offers superior coffees and teas in multiple forms, by sourcing the world's finest coffee beans and tea leaves, adhering to strict quality and taste standards, and controlling product quality through its unique direct-store-delivery selling and merchandising system. Peet's is committed to growing its business through many channels while maintaining the extraordinary quality of its coffees and teas. For more information about Peet's Coffee & Tea Inc. visit www.peets.com.

About TechnoServe

TechnoServe is a leader in a movement that empowers people in the developing world to build businesses that break the cycle of poverty. Growing enterprises generate jobs and other income opportunities for poor people, enabling them to improve their lives and secure a better future for their families. Since its founding in 1968, the U.S.-based nonprofit has helped to create or expand thousands of businesses, benefiting millions of people in more than 30 countries. The *Financial Times* has rated TechnoServe one of the top five NGOs for corporate partnerships. And Charity Navigator has awarded its highest Four Star ranking to TechnoServe. For more information about the organization, visit www.technoserve.org.



Frequently Asked Questions

Peet's Coffee & Tea Uzuri (oo-ZUR-ee) African Blend

Q. What is Uzuri African Blend?

A. Peet's Uzuri African Blend is a high quality blend of coffees from Kenya, Rwanda & Tanzania that showcases the incredible flavors of East African coffee while also providing sustainable economic opportunities for the small scale farmers who produce it.

Q. What does Uzuri mean?

A. The name means "excellent and beautiful" in Swahili. Peet's coffee buyers asked the East African coffee farmers to name it, and Uzuri was their choice.

Q. Why is Peet's bringing Uzuri African Blend to the U.S.?

A. TASTE is the quickest answer. Peet's director of coffee purchasing, Shirin Moayyad, and vice president of coffee, Doug Welsh, wanted to share their love of East African coffee with Peet's customers. It is an idea three years in the making and nurtured by taste buds, not charity. Their desire to make East African coffee more available while maintaining Peet's unparalleled commitment to quality was brought to fruition through a collaboration with the nonprofit TechnoServe (<http://www.technoserve.org/>), which empowers the farmers to improve their farming and postharvest practices and, as a result, the quality of the coffee beans.

Q. Who is TechnoServe?

A. TechnoServe is a U.S.-based nonprofit organization that creates business solutions to poverty by teaching and enabling self-sufficiency rather than prolonging dependency by dispensing charity. It helps small-scale farmers boost their income by improving the quality of their coffee while providing agronomics, processing and business management expertise. It also links farmers to the U.S. market.

Q. How has TechnoServe helped the farming techniques in Tanzania, Rwanda and Kenya?

In Tanzania, the coffee farmers were transformed from backyard sellers of coffee fruit into owners of a \$5 million coffee growing, milling and exporting business with the installation of central pulperies in 2004. The crucial steps of fermentation and washing are now carefully controlled, replacing the haphazard practice of farmers pulping their own cherries with varying equipment and varying results.

In Rwanda, the newly acquired micro-milling equipment is similarly allowing farmers to produce quality coffees that meet the promise of the origin. Peet's Jim Reynolds and Shirin Moayyad devoted hundreds of hours of training and quality consultation. Coffees from Rwanda are continuing to improve, but because quality standards are set high, the Uzuri Blend was only able to use a small amount from the Lake Kivu area this season.

In Kenya, TechnoServe helped the Iriaini co-op to recognize its potential through reorganization and honing of existing practices, including processing. The growers from the Nyeri region were able to find their greatness. Peet's bought from a total of four different groups this past year whose improved practices expressed their quality potential.

In each country, the processing enhancements have dramatically raised bean quality to meet Peet's rigorous standards and, therefore, demand higher prices. Truly, it is a sustainable relationship: better quality coffee for Peet's, better income for the farmers and a better cup of coffee for the drinker.

Q. What does Uzuri African Blend taste like?

A. Uzuri is a bold satisfying blend in the Peet's tradition with the classic flavors of East African coffee: bold, aromatic, and smooth with undertones of dark red berry.

Q. Where is Uzuri African Blend sold?

A. Uzuri will be sold in grocery outlets nationwide from Feb. 15 – March 31, 2010. Starting March 3rd in Peet's retail stores and at Peets.com, Uzuri African Blend will become the first permanent addition to Peet's collection of signature blends in eight years.

Q. Why is Uzuri only sold for a short time?

A. In grocery stores Uzuri will initially be distributed as a limited offering. We believe strongly in the quality of Uzuri and think consumers will agree. It's our hope to make it a permanent item on grocery shelves in the future. Beginning March 3rd in Peet's retail stores and at Peets.com it will become the first permanent signature blend for Peet's in eight years.

Q. How much will it cost?

A. A 12-ounce bag of Peet's Uzuri African Blend in grocery stores will range in price from \$8.99 - \$9.99 depending on the grocery retailer and location.

Q. How and where is Uzuri African coffee roasted?

A. All Peet's coffee is roasted at our LEED® (Leadership in Energy and Environmental Design) Gold-certified plant in Alameda, California. This is part of our commitment to delivering the highest quality in a cup, without compromise. Unlike most large-scale coffee roasters, Peet's hand roasts daily in small batches by highly skilled artisan roasters. Each batch is roasted to order and ships fresh quickly after roasting.



About Peet's Coffee

Who is Peet's Coffee & Tea?

Founded in Berkeley, Calif., Peet's launched the specialty coffee category by hand-roasting, distributing and marketing the highest quality to coffee lovers throughout the United States. The distinctive deep-roasted flavor of its coffees spawned a legion of loyal followers.

Quality Philosophy

Peet's quality philosophy is rooted in the belief that crafting the best-tasting coffee requires discipline, attention to detail and artisanship. In 1966 Alfred Peet opened the original Peet's Coffee & Tea in Berkeley, Calif., and the company still roasts and delivers the freshest coffee today.

Bean Selectivity

From the finest lots of the best coffee growing estates, Peet's Coffee buyers taste and select the choicest few. Because quality starts with the grower, Peet's has cultivated relationships for decades with farmers around the world, who have come to know how seriously Peet's takes coffee. The best coffees are made purely of arabica beans. The finest arabicas are grown at elevations of 4,000 to 6,000 feet in rich volcanic soil and are harvested only by hand and only when the coffee cherry is fully ripe. After picking, the surrounding pulp is removed, exposing the green bean. Next, the beans are carefully sorted and graded based on size, shape, density and color. The growers offer the best of these carefully sorted lots and Peet's chooses the best of the best.

Signature Blends

Peet's reputation as a roaster of fine coffees is based on the blends. To create a blend they combine and marry what is best in different coffees to create the bold, distinctive tastes that have become customer favorites.

Deep Roasting

Roasting the green bean creates the depth and complexity that Peet's fundamentally loves in the flavor of coffee. As it absorbs the dry heat from the roaster, the green bean changes composition as complex chemical reactions occur. It changes color and density, and aromatic oils are forced to its surface as the water in the bean evaporates.

Six days a week, Peet's expert roasters arrive at the roastery around 4 a.m. and carefully deep-roast all 32 varieties coffee by hand in small batches. Joined by Peet's coffee buyer, they taste every coffee that is roasted, every day, as a way to maintain the highest level of consistency. For Alfred Peet, this was the only way to roast coffee. Peet's roasters watch, smell, adjust, listen, taste and re-tastes over and over, personally tending hundreds of roasts every day.

Freshness

Roasted coffee is a perishable food - like fresh bread. After roasting the flavor peaks then diminishes over time, even in a sealed bag. So the sooner one can enjoy the beans after roasting, the better the coffee will taste. Because of this Peet's is obsessed about how quickly their coffee gets to customers. Unlike other coffee companies they created their own direct store distribution network to ensure that the coffee on grocery shelves adheres to their strict freshness standards. Across the country Peet's employees stock the grocery shelves. Just one more way Peet's actions reflect their commitment to quality.

Where to Find Peet's

Peet's markets its coffee nationwide through its own coffeehouses, grocery stores, home delivery, and foodservice.

- ***Peet's Retail Stores***

Peet's has more than 180 retail stores, or coffeehouses, primarily located on the West Coast. Here customers can sample the company's coffees and teas, speak with a knowledgeable staff member and purchase an array of related products and supplies.

- ***Home Delivery***

A company website, www.peets.com, offers all Peet's products, special offerings of coffees and teas as they become available, and a wealth of information on the history and background of coffee and tea.

- ***Foodservice/Office***

The popularity of Peet's coffee makes it a frequent request in cafés, restaurants and offices. Peet's designed customized delivery programs to meet the growing demand of those establishments wishing to serve Peet's to their customers and employees.

- ***Peet's in Grocery***

When Peet's decided to make its coffees available in grocery stores, it built its own Direct Store Delivery (DSD) system to guarantee that only fresh Peet's coffee will ever be on grocery shelves. Customers can access information and resources, as well as a grocery store locator on Peet's grocery website, www.peetscoffee.com. Peet's coffee is available in over 8500 grocery stores nationwide.



The History of Peet's Coffee & Tea Inc.

A Coffee Revolution – Born in Berkeley and Sustained through Uncompromising Commitment to Quality

When Alfred H. Peet opened his original Peet's Coffee & Tea in 1966, he simply intended to open a coffee store with a roasting machine inside. Instead, by introducing superior quality coffee to the US he created a coffee industry revolution and launched the specialty coffee category in the United States.

Alfred Peet learned the coffee trade from his father, who owned a small roastery in Alkmaar, Holland. After World War II, Alfred worked in the tea trade in London and Indonesia and later moved to the San Francisco Bay Area. He set up shop at the corner of Walnut and Vine in Berkeley – a few blocks from the University of California – and started serving the handcrafted, small-batch, deep-roasted style of coffee he had learned under his father's tutelage. He established the authentic supplier relationships, distinctive roasting style and obsessive commitment to freshness that remain hallmarks of Peet's Coffee & Tea quality today.



Alfred Peet with coffee roaster at Vine Street shop, circa 1969

In the 1960s and 1970s, Peet's Coffee & Tea was among the vanguard of specialty food purveyors in Berkeley's emerging Gourmet Ghetto, considered by many to be the birthplace of "California Cuisine." Peet's Coffee & Tea enjoyed a loyal following of dedicated, almost fanatical customers who shared its founder's deep love of coffee – as they still do – with more than 192 retail cafes in 6 states and Peet's coffee sold in some 9,000 grocery stores nationwide.

Alfred Peet generously mentored several generations of specialty coffee entrepreneurs including Jerry Baldwin, co-founder of Starbucks. In fact, when Starbucks opened its first store in Seattle, Peet's Coffee & Tea supplied Starbucks with Peet's distinctly deep-roasted beans for two years. Years later in 1984, Baldwin fulfilled a dream to own Peet's Coffee & Tea, when he and a group of investors purchased the company once Peet chose to no longer be actively involved in day-to-day operations. In 1987, Baldwin left Starbucks to focus solely on Peet's and further his dedication to delivering the highest quality coffees and teas.

For four decades the growth of Peet's Coffee & Tea has been fueled by ever-increasing numbers of coffee enthusiasts. Peet's has remained true to its founder's unrelenting pursuit of quality. The company's purpose has not changed since 1966 – to seek out opportunities to raise the expectations of American coffee drinkers by attracting and serving those who truly love the taste of coffee.

Today Peet's Coffee can be found in over 180 retail stores and grocery stores across the country. To fulfill this increasing demand In the spring of 2007, Peet's doubled its production capacity by building a new artisan roasting facility just 14 miles from its original Vine Street store. This facility was awarded LEED® Gold certification by the U.S. Green Building Council in 2008, making it the first LEED-certified coffee roasting facility in the U.S.

Peet's Coffee & Tea's original philosophy and practices to ensure uncompromised quality have endured even as the company has grown into a national brand. Today the quality revolution continues with a tenacious commitment to sustainability: social, environmental and economical.



Biographies

Shirin Moayyad

Director of Coffee Purchasing



Shirin Moayyad is the director of coffee purchasing at Peet's Coffee & Tea. Moayyad began her formative years in the coffee industry living 11 years in the coffee growing highlands of Papua New Guinea where she resided on a 98-acre coffee estate and managed a coffee roasting and exporting company. She also lived in Singapore from 1998 to 2005 where she was the roaster and buyer for a specialty coffee chain, president of the Singapore Coffee Association and active in the judging of Asian barista competitions.

Moayyad's experience as a contributing writer to the *Asian Tea & Coffee Journal*, as well as a cupping workshop trainer for the growing Asian specialty market and a judge for numerous international cupping competitions,

broadened her expertise of the coffee industry from all angles.

Moayyad joined Peet's Coffee & Tea team in late 2005. Together with Peet's vice president of coffee, Moayyad purchases green coffee, adhering to Peet's quality requirements, forecasts supply needs, and schedules contracts while nurturing key relationships with origin countries and farmers. Additionally, she maintains and creates new coffee blends through sampling each hand-roasted batch, a task that can amount to tasting hundreds of cups of coffee a week.

Moayyad's personal passion is fueled by the ability to use her profession as a means of positively impacting the communities from which she buys coffee. She is especially focused on quality, beginning with coffee farmers and farms that her global travels bring her in regular contact with.

She received a bachelor's degree in anthropology and South Asian religion from Brown University.



Doug Welsh
Vice President of Coffee



The vice president of coffee since 2004, Doug Welsh's relationship with Peet's Coffee began as a habitual customer while pursuing his education at the University of California both in Berkeley and Davis. After earning a law degree, Welsh joined the staff of the original Vine Street store in 1994 thinking it would be a temporary job. Learning to formally taste coffee on his first day, he was captivated. Leaving behind his legal ambitions, he dedicated himself to the coffee industry.

Welsh's passion for coffee propelled him through the ranks of Peet's, from counterperson and barista to tasting trainer (1995-1996), apprentice coffee buyer (1996 - 2002), director of coffee purchasing (2002 -2004) and head of coffee.

For the past six years Welsh has been a steward of Peet's Coffee quality in the tradition of founder Alfred Peet and company leaders Sal Bonavita and James Reynolds. A frequent traveler to coffee-growing countries, he oversees the sourcing, purchasing, blending, roasting and strategic positioning of all coffee.

Some of the coffees Welsh has introduced at Peet's are Gaia Organic Blend, Fair Trade Blend, India Peaberry, Tanzania Kilimanjaro, African Blend , El Salvador Pacamara, Panama Boquete, New Crop Americas Blend, New Crop Pacific Blend, Heirloom Colombia Maragogipe, Peaberry Especial, , Panama Esmeralda Reserve, Colombia Caracol, Aged Moka Java, Gran Panama, Lost Toraja, Ethiopia Supernatural, and Nicaragua Las Hermanas.

Welsh also served as the president of the Pacific Coast Coffee Association from 2006 – 2007 and regularly judges at international coffee competitions as well as speaks at national and international coffee conferences.

When not obsessing over the quality of Peet's, he is cooking for family and friends, and can sometimes be spotted pedaling through Berkeley on an old bike of Mr. Peet's.



Coffee Farmer Stories

Dawson and Munyiaichi Lyimo

Amkeni Specialty Coffee Growers

Tanzania

Fifteen years ago, Dawson and Munyiaichi Lyimo started building a new home on their small coffee farm, shaded by lush banana leaves and nestled on the slopes of Kilimanjaro. But with seven children to put through school, they had to put a hold on their dream.

The new structure went unfinished and times remained tough until the Lyimos joined Amkeni Specialty Coffee Growers in 2000. Amkeni, which means "wake up" in Swahili, allowed them to access better markets and focus on improving quality. Four years later, they made their first sale to Peet's Coffee & Tea.

Their high quality coffee now fetches a 50 percent premium in the region. "Our two youngest children, Rehema and Humphrey, are still in high school," Dawson notes. "Without the higher price, I don't think we'd be able to send both." The family has also been able to resume construction of their new home. They plan to complete it by their children's graduation.

Rehema hopes to become a teacher. "I want to teach my community and my country," she says proudly. Munyiaichi echoes her daughter's sentiments, "I want my children to improve their lives and build their nation." Thanks to Amkeni and Peet's, the Lyimos are finally realizing their dreams.



Virginia Murekatete

Rwanda



At age 39, Virginia Murekatete is the envy of many in the Nyamasheke District of western Rwanda. Virginia and her husband, Gratien Karera, began farming coffee thirteen years ago and so far they have much to celebrate from the crop. She tells us, "This coffee has practically seen us through life. We look back and hardly believe our lives transformed so much." She attributes this to the increase in coffee income and to the advice she received from an agricultural extension officer at that time.

"I did not know which crop to plant. But when the agricultural officer visited us and said our land was best suited for coffee, we agreed to try it out. We started with 500 trees in 1994 and to date we have increased the number to 1000."

Of her coffee income and improvement in social status, Virginia credits three straight years of good harvest. She says, "We lived in a very poor quality mud house, with an old leaking iron roof. That house had five small rooms with no running water or electricity. Three years ago, based on our track record of coffee harvest and regular income, we managed to acquire a loan of Rwandan Francs 2 million from a local cooperative bank to start the process of building our new home."

She repeats that income from coffee was all they needed to secure the loan.

Virginia, who has five children of her own and one informally adopted from her cousin, says that because of the coffee harvest, she is able to send all the children to school. Of her adopted daughter she says “*My cousin Veronica Bamurange and her husband Vincent live on one of the islands on Lake Kivu and her family mainly relies on fishing for income. One day as we were getting ready to go to the farm, my cousin’s daughter, Colyme Kevime, then aged nine, visited us unexpectedly.*”

Asked if everything at home was alright, she replied that she had not eaten and her schooling had been stopped because her parents could no longer afford basic needs. She said she wanted to live with Virginia as she considered the aunt more capable than her own parents. Virginia and her husband discussed this and agreed to keep the child.

Other benefits she attributes to coffee income include buying land, planting 300 more coffee trees and the purchase of a heifer which has since calved. She would like to ensure continuity in her children’s education.

Virginia joined the cooperative in 2008 and is grateful to it for providing her the opportunity to join and ensure her family receives regular income.

Abdueli and Elizabeth Mbise

Pendo Specialty Coffee Growers

Tanzania

“My greatest achievement,” Elizabeth says, “has been to give my children the gift of education. It has been my dream since becoming a parent.”

This modest dream, however, used to be out of reach for many smallholder coffee farmers in Tanzania.

Five years ago, the Mbise family had to sell off livestock and other assets to keep their eldest son, Elineema, in high school. “Most of our income comes from coffee. Coffee prices were very low then – we had to make many sacrifices,” recalls Elizabeth.

Their struggles led the Mbise’s and other concerned farmers to establish Pendo Specialty Coffee Growers in 2004. They learned about the fast-growing specialty coffee market from TechnoServe, a nonprofit organization, and saw an opportunity to increase their income by improving quality.

The investment paid off, and in 2005 Pendo farmers made their first sale to Peet’s. “We received the highest prices in the area,” she says. This sent a strong message to farmers about the importance of quality. Pendo has been a consistent supplier to Peet’s ever since.

Thanks to higher prices, Elineema finished high school and has gone on to college. Their eldest daughter, Hope, is now starting her college applications. Fewer financial concerns have allowed Elizabeth to focus on her hobbies. Beautiful blooms from her large flower garden adorn their new home and she serves as a volunteer health counselor in the community.

“As farmers and parents, much has changed in the past couple years,” Elizabeth beams. “We’ve built a better house. We’ve purchased more livestock. Our kids are in school. And we’re still learning too.”

For additional farmer stories visit: [http://www.peets.com/who we are/community rwanda.asp](http://www.peets.com/who_we_are/community_rwanda.asp)

