DISTINCT BRANDS, ONE POWERFUL PORTFOLIO

BRAND

ARCHETYPE

IDENTITY

CONSUMER

ROLE IN BRAND COLLECTION

FOUNDING INSIGHT

GEOGRAPHIC SKEW

COFFEE PROFILE

SUSTAINABILITY



Hero (pioneer, champion)

Originators and champions of coffee quality, craft, and culture

Passionate Coffee Enthusiasts
value attention to detail and consistent quality, and are
interested in discovering coffees from around the world

Quality and cachet of top-tier specialty with accessibility of a national brand

In 1966, Alfred Peet changed U.S. coffee consumption by focusing on high-quality beans, meticulously hand roasted.

Nationally scaled from California

Bold • Darker roast profile • Rich • Full-bodied

100% verified by Enveritas



Everyperson (companion, friend)

Community-centered host providing exceptional and engaging connections

Fun-Seeking Go-Getters, especially young women, who value the art of being real

Specialty coffee with accessible taste profiles and youthful innovation

Opened in 1992 with a vision to build personal connection into the premium coffeehouse experience.

Midwest/Southeast

Smooth • Medium roast profile • Balanced • Accessible

100% Rainforest Alliance certified



PROGRAMS

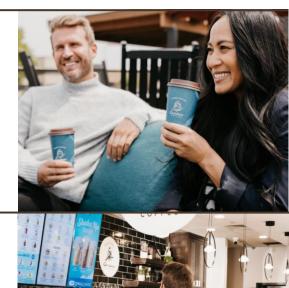




BREWED COFFEE PROGRAM

- Peet's: 6 Signature coffees and 2 decaf
- Caribou: 6 Signature coffees, 2 decaf and 2 flavored
- Cold brew and nitro options
- · Hot and iced Mighty Leaf teas

- · Equipment options available
- Premium marketing materials
- Virtual or video training
- Training materials
- Timeline: 4 6 weeks



ESPRESSO PROGRAM

- Popular classic espresso beverages
- Additional beverages to create a full coffeehouse menu
- · Hot and iced Mighty Leaf teas
- Premium marketing materials

- · Seasonal beverage promotions
- Virtual or video training options
- Full-day onsite training available
- Training materials
- Timeline: 4 6 weeks



- Popular classic espresso beverages, hot or iced
- Flavored syrups
- Vended solution
- Fresh milk and fresh ground beans
- Low labor

- · Minimal space requirements
- Premium marketing materials
- Onsite training available at time of installation
- Timeline: 6 8 weeks

