

# DISTINCT BRANDS, ONE POWERFUL PORTFOLIO

## BRAND



### **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

## ROLE IN BRAND COLLECTION

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

## FOUNDING INSIGHT

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

## GEOGRAPHIC SKEW

Nationally scaled from California

## COFFEE PROFILE

Bold • Darker roast profile • Rich • Full-bodied

## SUSTAINABILITY

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



## 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



## SELF-SERVICE PROGRAM

- 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

