



# Peet's Coffee & Tea



Sourcing Quality in Markets High & Low

Peet's Coffee & Tea...

## Plan of Attack

- History of Peet's
- How we go to market
- What we hold sacred
- The coffees we buy
- Complaints
- Recommendations

# Our Founder



**Alfred Peet**  
1920-2007

Peet's Coffee & Tea...



# Our First Store

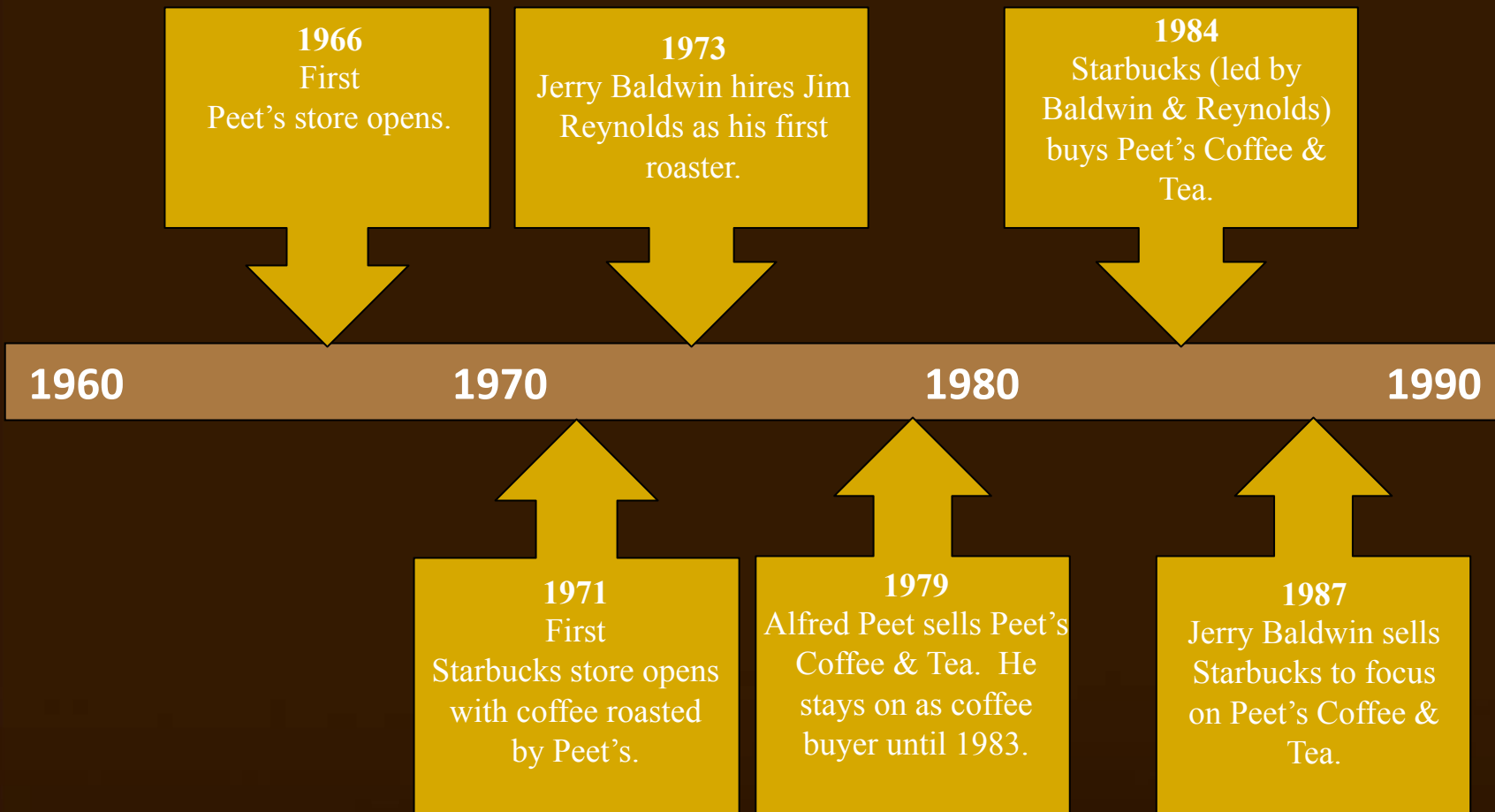


Berkeley, California

Peet's Coffee & Tea...

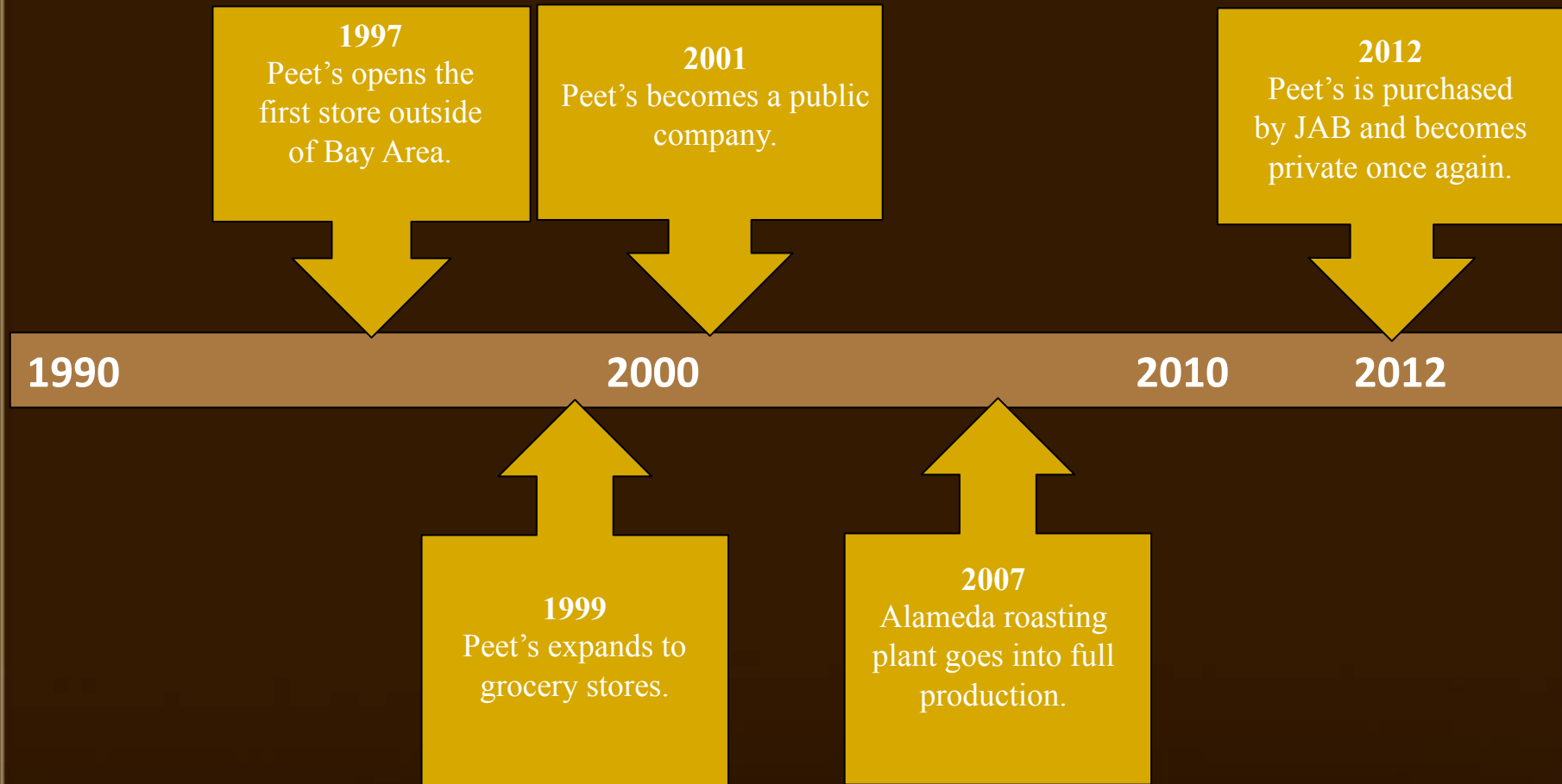


# Peet's Through the Years



Peet's Coffee & Tea...

# Peet's 46 Years



# About Joh. A. Benckiser



October 29, 2012

## JAB Completes Acquisition of Peet's Coffee & Tea, Inc.

EMERYVILLE, Calif.--(BUSINESS WIRE)-- Peet's Coffee & Tea, Inc. (NASDAQ:PEET) ("Peet's") and Joh. A. Benckiser ("JAB") today announced the successful completion of the acquisition of Peet's by JAB for \$73.50 per share in cash, or a total of approximately \$1 billion.

Peet's Coffee & Tea, Inc. (NASDAQ:PEET) is the premier specialty coffee and tea company in the United States. The company was founded in 1958 in Berkeley, Calif. by Alfred Peet. Peet was an early tea authority who later became widely recognized as

## About Joh. A. Benckiser

Joh. A. Benckiser is a privately held group focused on long term investments in premium brands in the broader consumer goods category. The group's portfolio includes a majority stake in Coty Inc., a global leader in beauty, a minority stake in Reckitt Benckiser Group PLC, a global leader in health, hygiene and home products, and a minority investment in D.E Master Blenders 1753. The group also owns Labelux, a luxury goods company with brands such as Jimmy Choo, Bally and Belstaff. The assets of the group are overseen by three senior partners: Peter Harf, Bart Becht and Olivier Goudet.

is an equal opportunity employer and is an affirmative action employer. The company is committed to creating a diverse and inclusive workplace. Through its advisory business, BDT & Company works with family businesses to pursue their long-term strategic and financial objectives.

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or

Peet's Coffee & Tea...



## Primary business segments

- Peet's Stores—200
- Mostly west coast
- \$214MM sales



- Grocery stores—10,000
- National
- \$158MM sales

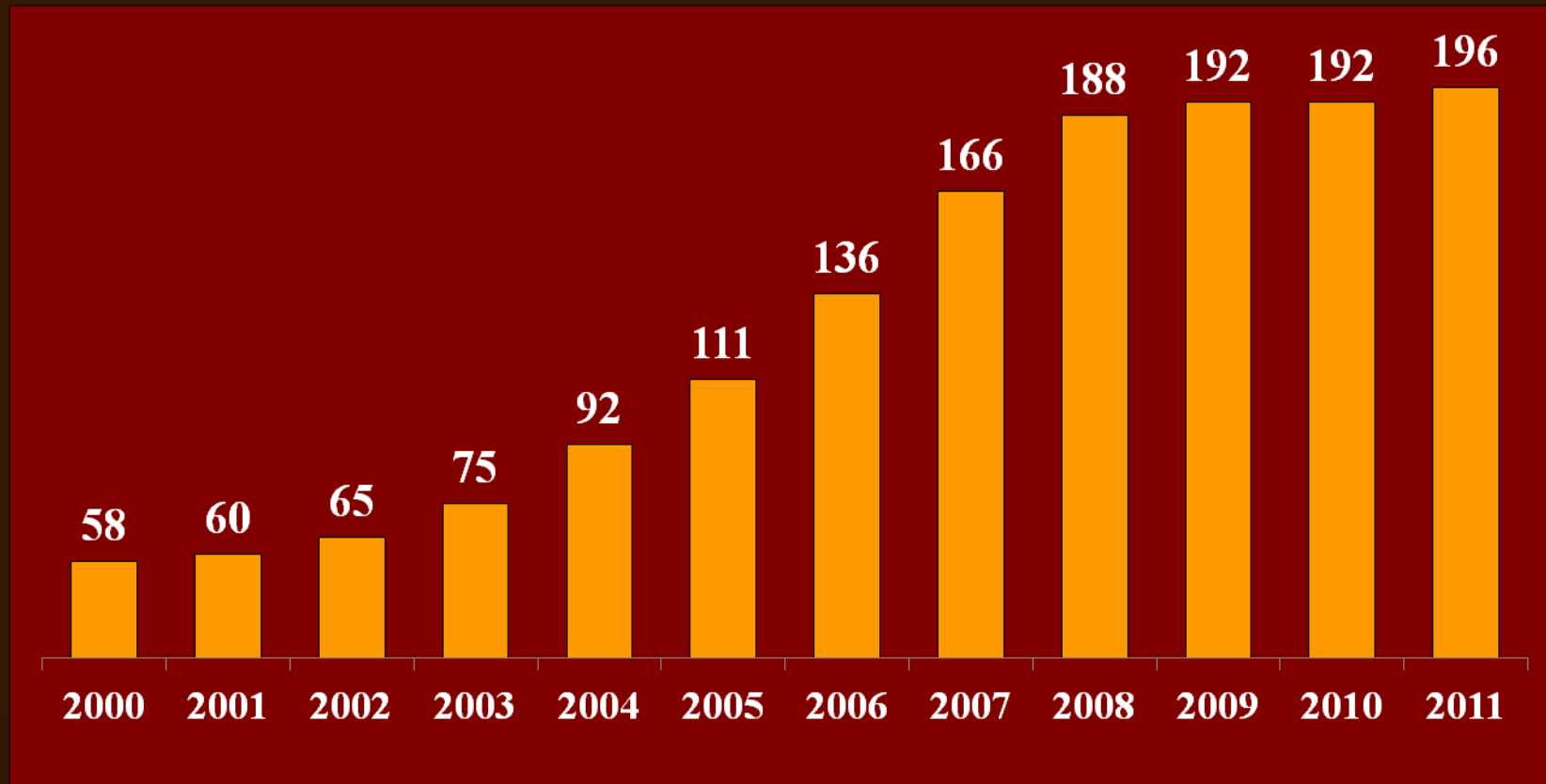


Specialty includes Grocery,  
Foodservice/Office, Home Delivery

Peet's Coffee & Tea™

# Peet's Stores

## Retail Stores (year-end count)



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**\$1.1M**  
**Annual Mature Store Revenue\***

**Whole Beans  
& Related Items**

**Beverages  
& Pastries**

**~ \$300K**

**~ \$800K**



\* 2011 results for stores 4 or more years old

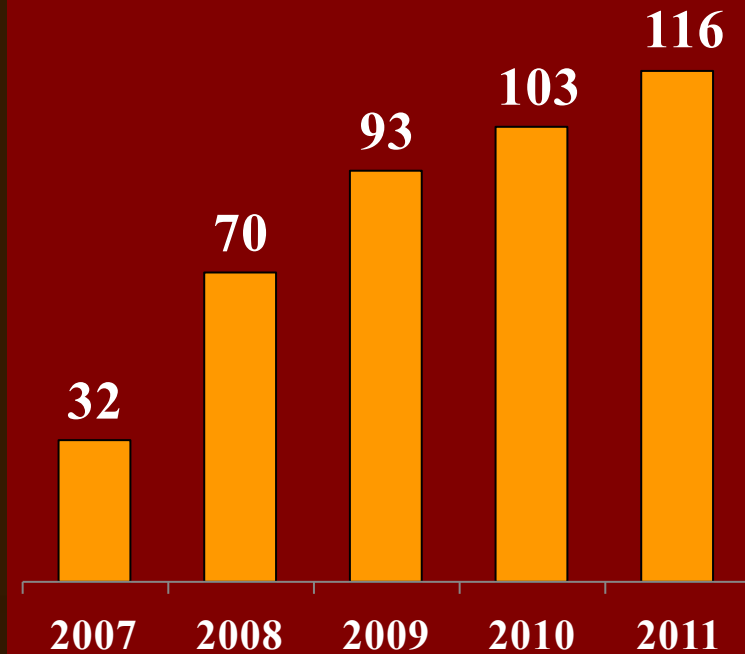
Peet's Coffee & Tea...



# Licensed Locations



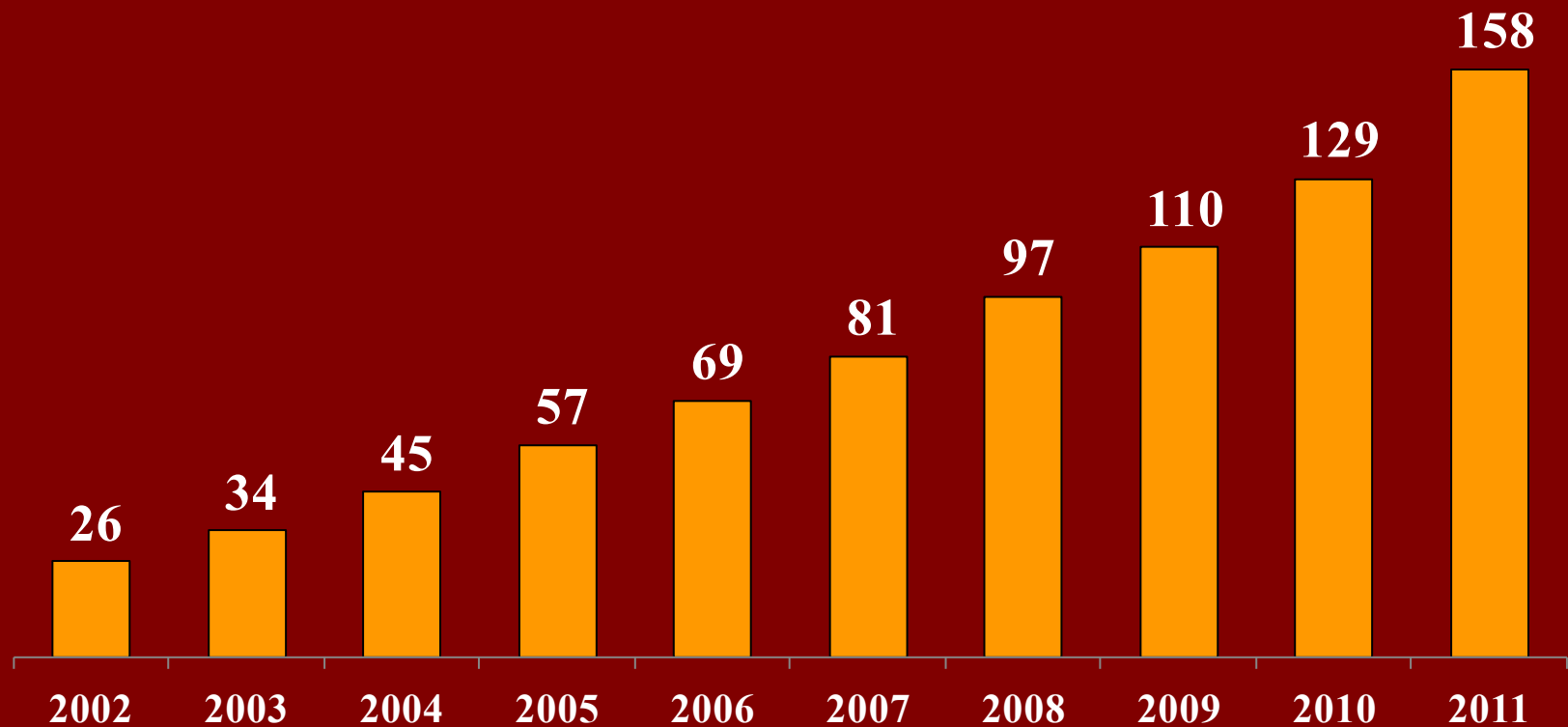
## Licensed Locations (year-end count)



Peet's Coffee & Tea...

# Packaged Coffee

## Consumer Segment Sales (\$MM)

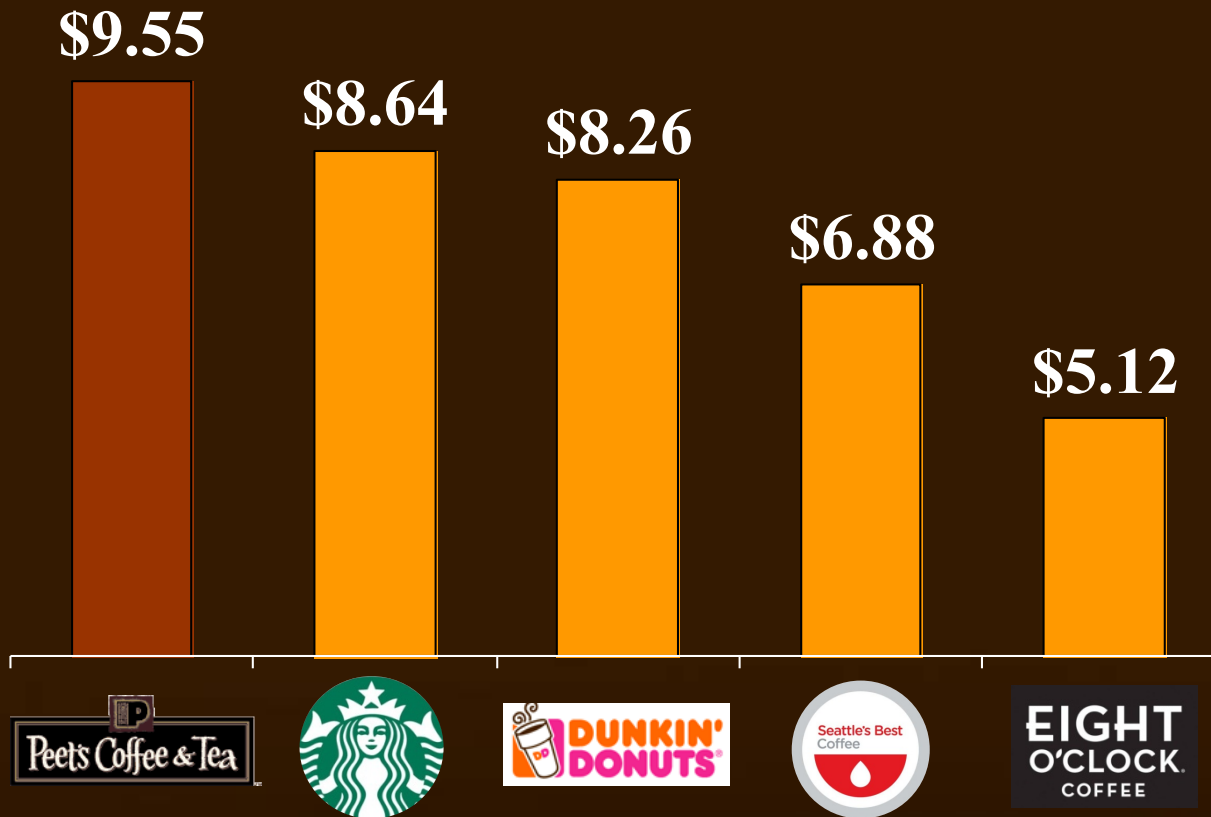


2004 and 2009 reflect 53 weeks

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# Shopping

## Average price (per 12 oz bag)



Source: Nielsen for 52 weeks ending 12/24/11

Peets Coffee & Tea™



## #2, where distributed

	<b>Specialty Bagged Share</b>	<b>ACV %</b>	<b>Share in Stores Where Available</b>
Starbucks	24%	92%	26%
<b>Peet's</b>	<b>9%</b>	<b>49%</b>	<b>18%</b>
Eight O'Clock	12%	76%	16%
Dunkin' Donuts	13%	94%	14%

Source: Nielsen for 52 weeks ending 12/24/11

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#1 California  
#2 western U.S.

### Specialty Bagged Share

	California	West
<b>Peet's</b>	<b>32%</b>	<b>20%</b>
Starbucks	30%	32%
Dunkin' Donuts	6%	7%
Eight O'Clock	0%	2%

Source: Nielsen for 52 weeks ending 12/24/11

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## Unit Sales Growth

<b>Peet's</b>	<b>16%</b>
Starbucks	-3%
Dunkin' Donuts	-2%
Eight O'Clock	-9%

Source: Nielsen for 52 weeks ending 12/24/11

Peet's Coffee & Tea...

*Selectivity, Artisan Roasting, Freshness*



*Peet's Coffee & Tea...*



# Freshness



Produce-to-order  
roasting



Peet's Direct Store  
Delivery Team

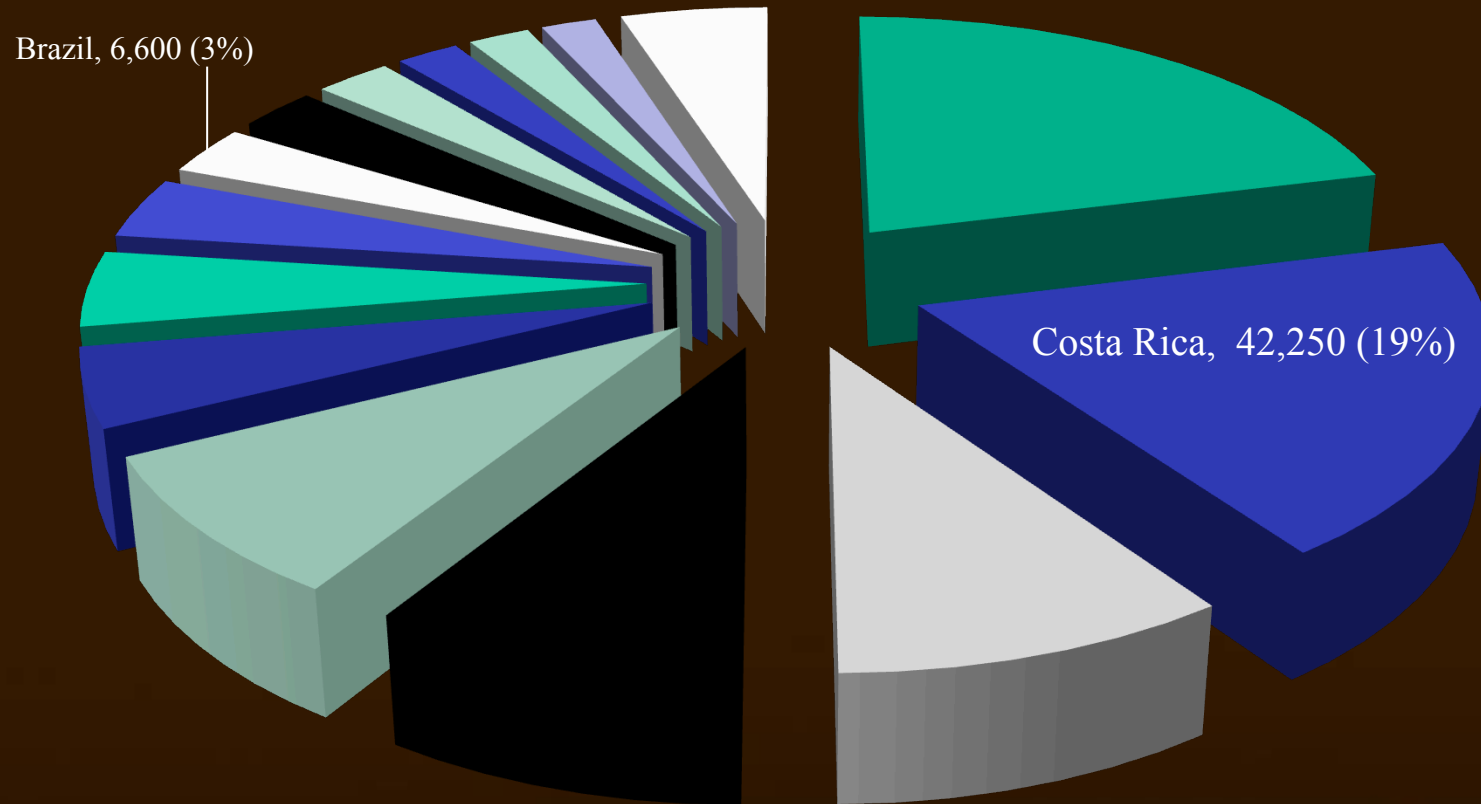
Grocery Store



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240,000 Bags

2012 Deliveries



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# Why Blend?





Don't Fade Away



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# What are your complaints?

- Roasting to Order
- Delivering to 10,000 supermarkets
- Settlement Ponds?
- Air quality standards?
- Icafe regulations?

# Certify the whole country of Costa Rica



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# Tastes Beautiful

The Cup

The Experience

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# Peet's Coffee & Tea



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