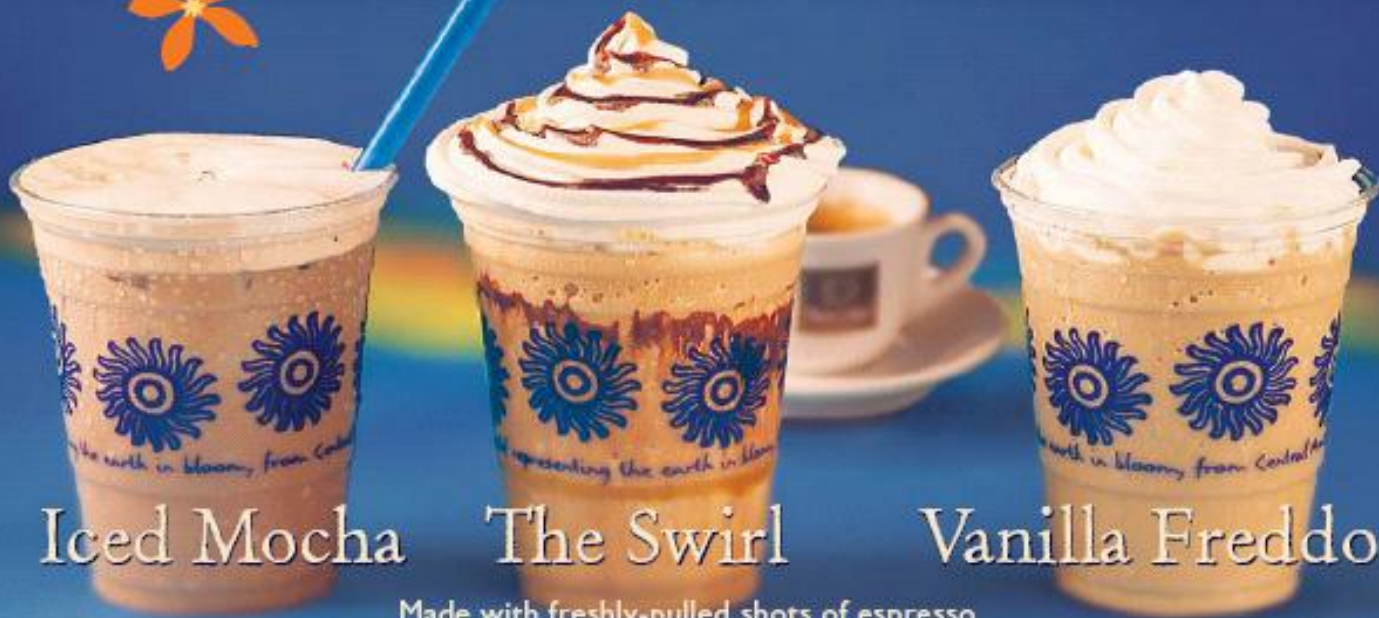


COOL DOWN SUMMER WITH PEET'S



Iced Mocha

The Swirl

Vanilla Freddo

Made with freshly-pulled shots of espresso

**Peet's Summer Cool Down...**  
**Refreshing, Cold Drinks**  
**Made With Freshly-Pulled**  
**Shots of Espresso**

## Introducing ... Peet's Summer Cool Down Promotion

### SITUATION

#### It's Time for Refreshing, Cold Drinks Made With Freshly-pulled Shots of Peet's Espresso!

- The summer months represent the slowest sales time of the year as customers take vacations and drink less coffee.
- Despite this slower period, in 2003 we grew sales of iced drinks at comp stores grew +\$300,000 (+17%) over the prior year between June and August. Contributing to the growth was the introduction of an iced category on our beverage menu, the introduction of new Chai Freddos, and the Peet's on Ice promotion;
- This year, we want to build on the success of last year to continue growth at the bar;
- We've already introduced a new Vanilla Freddo in May that highlights the visual appetite appeal and benefits of having Peet's coffee made into a refreshing drink;
- We have the opportunity to highlight a wide range of ways in which Peet's can be made into a summertime drink to meet customers' desire and need for a cool, refreshing beverage.

### SOLUTION

**\*\* Grow afternoon sales with a range of cold, refreshing iced drinks.**

**\*\* Get customers to buy coffee and tea to make cold, refreshing drinks at home.**

#### How It Works:

- We will continue to feature new Vanilla Freddo;
- We will feature Vanilla Freddo, Swirl and Iced Mocha drinks on window banners and register signs;
- We will reintroduce Peet's line of Iced Teas and promote them in July with a tea sign;
- We will incorporate the coffee counter and tea areas into the promotion by highlighting coffees and teas that can be made into refreshing drinks at home and that are "Nice Iced";
- You should display the marketing materials according to the instructions in the Rollout Checklists and Merchandising Setup information later in this document.

#### Benefits:

- New news will drive increased cold drink sales;
- Creates an opportunity for Peet's to better meet customers' summertime needs for a cold, refreshing beverage;
- Will build comp sales.

### DETAILS

**Timing:** May 28 - July 29

**Intended For:** All Retail stores & Larry's Markets

#### Materials:

- Door cling - features Vanilla Freddo (use the same cling as in May);
- New window banners - (3) to feature Vanilla Freddo, Swirl & Iced Mocha separately;
- New bar register signs (2) to highlight a lineup of Vanilla Freddo, Swirl & Iced Mocha;
- End cap sign - to highlight seasonal merchandise and gift items on the end cap fixture;
- In addition to featuring bar drinks, we will also feature teas and coffees on our menus:
  - Iced Teas - reintroduce our lone of 3 iced teas (Mango, Tropical & Summer House) to be offered through October.
  - Bar flag - will direct customers to learn about coffees and teas that Peet's recommend for making iced drinks at home;
  - Tea sign - features Mango Iced tea and mentions our line of 3 iced teas (Mango, Summer House and Tropical);
  - Menu icons - highlights coffees and teas that are recommended for iced drinks made at home. These icons will say "Nice Iced";
  - Bean Bin sign - highlights coffees that are good "Nice Iced." See rollout checklist for coffees to feature.
  - Recipe brochure - highlighting recipes and tips for making refreshing coffee treats.
- Staff t-shirts - All staff will be given t-shirts to wear during the promotion period. See rollout checklist for guidelines.
- Themed Merchandise: to include seasonal merchandise to support the Summer theme.

#### Sales Incentive Contest:

- **Details to be rolled out later**

#### Additional Support:

- Rollout checklists / Tea News / Merchandising Setup / Merchandise Produce Information / Sales Incentive Contest

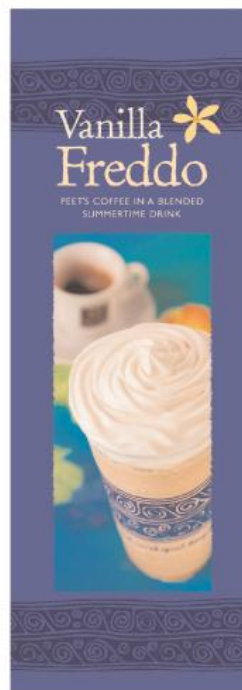
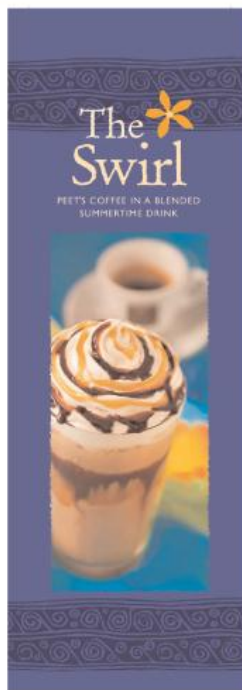
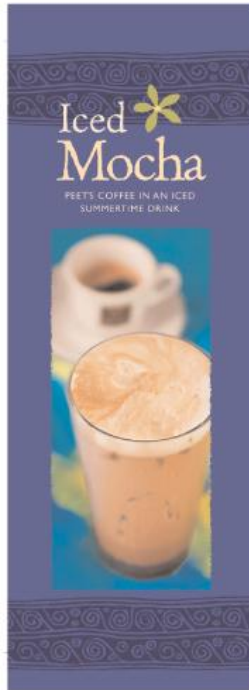
### SUCCESS IS ...

- Generating sales growth of bar drinks while satisfying customers' needs for a cold refreshing drink made with the freshest, pulled espresso from Peet's Coffee & Tea.

### NEXT STEPS

- Consult the rollout checklists to set up the promotional materials by transition day.

PACKING LIST FOR ICED BEVERAGES PROMOTION June-July 2004



**Window Banners**  
Use with provided suction cups



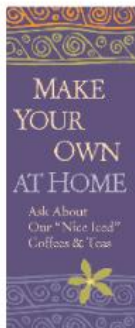
**Register Sign (2)**  
one for each bar register



**Double End Cap**  
Use in merchandise display area - same 4" adhesive clip as previously installed



**Tea Sign**



**Bar Flag**  
Use with clips provided



**Wood Coffee Bin Sign**



**Menu Icons (10)** -  
Use on Coffee & Tea Menu Boards



**Recipe Booklet**  
200 per store



**Plexi Sign Holder**  
for Peet's Debit Card display