

PEET'S COFFEE INTRODUCES FIRST-EVER 'COLD BREW PASS' TO MARK NATIONAL COFFEE DAY IN MONTH-LONG CELEBRATION



NEWS PROVIDED BY
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Exclusive to Peetnik Rewards members, the new Cold Brew Pass offers a daily cold brew 30 days for \$30—starting September 1 with presale starting today

EMERYVILLE, Calif., Aug. 28, 2025 /PRNewswire/ -- Peet's Coffee, the original craft coffee pioneer, is celebrating National Coffee Day in its boldest way yet—with the launch of its first-ever **Cold Brew Pass**. For just \$30, Peetnik Rewards members can enjoy one Medium Cold Brew every day for 30 consecutive days.

Available exclusively through the Peet's app, the Cold Brew Pass gives fans daily access to their favorite handcrafted cold brew, with redemption beginning September 1, 2025. The limited-time pass is available for purchase beginning with presales today and can be redeemed anytime through September, but must be purchased by September 30, 2025. Once activated, it is valid for 30 consecutive days—leading right up to National Coffee Day on September 29.

"Our Cold Brew Pass is all about delivering value at the perfect moment," said Sireesha Adya, Digital Marketing Director at Peet's Coffee. "As students and families head back to school and schedules get busier, cold brew continues to be the go-to choice for younger consumers and coffee lovers looking for a bold, refreshing lift. With 30 days of cold brew for \$30, we're giving Peetniks an easy way to enjoy a daily little treat that's full of flavor."

How It Works:

- Get your pass exclusively as a **Peetnik Rewards member** in the Peet's app.
- Enjoy **one Medium Cold Brew every day**—but use it the same day, or it disappears.
- **Rewards don't roll over**, so routinize your cold brew habit.
- Available only at **participating Peet's coffeebars** (exclusions apply).

The Cold Brew Pass is a limited-time offer. New customers can download the Peet's app and join Peetnik Rewards to unlock access.



Terms and Conditions: 1 Medium Cold Brew per day for 30 days for \$30, exclusive to Peetnik Rewards. Pass available on Peet's app starting 8/27/2025; redemption begins no earlier than 9/1/2025 and lasts 30 consecutive days from purchase. One Cold Brew reward will be issued to your account daily and must be redeemed that day; unused Cold Brew rewards expire at the end of the same day they are issued and do not roll over. Limit one per customer. Valid at participating Peet's coffeebars; excludes [peets.com](https://www.peets.com) and Peet's locations within airports, supermarkets, and licensed locations. Not valid on other beverages, food, or merchandise. No rainchecks, adjustments, substitutions. Beverage modifiers cost extra. Pass is not a gift card, is non-refundable, non-transferable, not valid on prior purchases. Peet's may withdraw or change this offer's terms anytime and without notice.

About Peet's Coffee

Peet's is Coffee for Coffee People. Founded in Berkeley, California in 1966 by Alfred Peet, the "Big Bang of coffee," Peet's Coffee pioneered the artisan movement in the U.S. With rich, complex, superior quality roasts unlike anything Americans ever tasted before, Peet's influenced generations of coffee entrepreneurs and connoisseurs. Today, Alfred Peet's legacy lives on in every Peet's cup whether ordered online, selected at a grocery store or served in any one of the more than 465 Peet's Coffee locations in the U.S., China and the Middle East. Peet's Coffee is verified as responsibly sourced, per Enveritas standards. For more information, visit www.peets.com. Stay connected to Peet's: @peetscoffee on [X](#), [Instagram](#) and [Facebook](#).

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