



## Peet's Coffee Appoints Kenneth C. "Casey" Keller Chief Executive Officer

EMERYVILLE, Calif. – July 16, 2018 – [Peet's Coffee](#)®, The Original Craft Coffee®, today announced the appointment of Kenneth C. "Casey" Keller Jr. as chief executive officer, effective August 6, 2018. Casey will succeed Dave Burwick, who had served as chief executive officer of Peet's Coffee since 2012.

Until recently, Mr. Keller served as global president of the Wm. Wrigley Jr. Company, a subsidiary of Mars, Inc., where he was responsible for delivering sales and profit growth across the global gum, mints and candy business. He joined Wrigley in 2011 as president of Wrigley North America and later assumed responsibility for Wrigley Americas. In the United States, the company's largest global market, he led a turnaround of the Wrigley business, delivering growth well above the industry average. During the integration of Wrigley into Mars, Keller helped establish the global business units and strategy for the combined Mars-Wrigley confectionery business.

Olivier Goudet, chairman of Peet's Coffee's Board of Directors, commented, "We are thrilled to have Casey joining Peet's as CEO. Casey has an impressive track record in the CPG space and his focus on growth and long-term value creation makes him the ideal leader for Peet's. We have ambitious plans at Peet's and Casey has the unique expertise and terrific experience to continue growing this great company."

Casey Keller commented, "I am honored to have the opportunity to join the Peet's team and be part of a company with such a rich heritage and strong legacy of entrepreneurship and high-quality coffee. Peet's has been a pioneer in the craft and ready-to-drink coffee segment and I am excited to continue the Peet's tradition through the company's next phase of growth. I've long admired Peet's leadership in specialty and craft coffee, and I am eager to get to work with the entire Peet's team."

Prior to joining Mars, Keller served as president of Alberto Culver USA. He has also held senior roles with Procter & Gamble, HJ Heinz and Motorola, and was an officer in the United States Navy. Keller is an avid coffee drinker, loves Peet's and early in his work life was store manager for the largest volume pizza restaurant in the United States. He currently serves on the Board of Directors for Cott, Inc., Winona Capital and the nonprofit City Year Chicago.

### **About Peet's Coffee:**

Peet's Coffee® is a U.S. specialty coffee company founded by Alfred Peet in 1966 in Berkeley, California. Mr. Peet grew up in the coffee trade and moved to America from Holland after World War II. His coffee style was unlike anything Americans had ever tasted before—small batches, fresh beans and a superior quality roast that is rich and complex. Mr. Peet's influence on the artisan coffee movement inspired a new generation of coffee entrepreneurs, including the founders of Starbucks. Today, Peet's upholds its commitment to delivering a premium product by continuing to source the world's best beans, hand-roast in small batches, and craft every beverage by hand. Peet's also asserts a strict standard of freshness to ensure optimum flavor with a team that personally vets the freshness date on every bag and on every ready-to-drink coffee (RTD) available at over 16,000 grocery locations. Peet's is dedicated to growing its business through its retail, grocery, wholesale and e-commerce channels while maintaining the superior quality of its coffee and RTD beverages. Peet's is also proud of its status as the first LEED® Gold certified roastery in the United States. For more information, visit [www.peets.com](http://www.peets.com). Stay connected to Peet's: [@peetscoffee](#) on Twitter and Instagram and [facebook.com/peets](http://facebook.com/peets).



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