



# PRESS RELEASE

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## Pret A Manger partners with JDE Peet's to launch a new range of aluminium coffee pods

### Key highlights

- New coffee pods range available in two 100% organic Pret coffee shop favourite blends: Espresso and Classic
- New partnership offers a total of five products including two 200g Roast & Ground SKUs and a 450g whole bean SKU

Pret A Manger (Pret) has partnered with JDE Peet's [EURONEXT: JDEP], the world's leading pure play coffee and tea company, to launch a new range of aluminium coffee pods using Pret's 100% organic coffee for consumers to enjoy at home for the first time. Compatible with Nespresso® coffee machines, the new range is now available in more than 500 Tesco supermarkets throughout the UK and online at [Ocado](#).

The new coffee pods are available in two coffee shop favourite blends: **Espresso** and **Classic** and use dark roasted beans to create an intense and indulgent espresso-based coffee. The new Espresso Blend range has familiar notes of dark chocolate and spice with smoky undertones, while the Classic Blend maintains the familiar Pret chocolate caramel tones.

In total, the new partnership between Pret and JDE Peet's will offer five products: the two new coffee pod SKUs, two 200g Roast & Ground SKUs (Classic Blend and Single Origin-Peru), and a 450g whole bean SKU.

Coffee shop brands continue to grow in penetration and play an important role in the premiumisation of the coffee category in the UK, almost doubling their shopper numbers in the past two years<sup>1</sup>, with organic coffee growing an impressive 26% in the UK<sup>2</sup>.

Coffee pods compatible with Nespresso® coffee machines continue to drive growth of the single serve market. The strong rise in single serve coffee, reaching 18.6% share of total UK coffee sales<sup>2</sup>, has subsequently driven the trend of premiumisation within the UK coffee category.

**Clare Clough, UK Managing Director, Pret A Manger commented:** "We are thrilled to be adding coffee pods to our growing coffee-at-home range so more of our customers can enjoy our organic coffees from the comfort of their home. Whether you're committed to your cafetière, or you love the convenience of using coffee pods, we want to make sure there is something for everyone to enjoy as we continue to expand how people can enjoy the Pret products they've grown to love in our shops. JDE has been creating coffee for over 265 years, and we're delighted to be partnering with them to launch our first-ever coffee pods."

**Andy Adams, Sales Director, JDE UK commented:** "We have long been impressed with the Pret brand and the unique organic coffee they serve consumers throughout the United Kingdom. We are excited to partner with a premium brand for their first venture into Single Serve coffee in retail and we look forward to expanding our partnership to bring new premium coffee experiences to consumers here in the United Kingdom and beyond."

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<sup>1</sup> Kantar – 52we 29 November 2020 – Coffee Shop (sum of Starbucks and Costa)

<sup>2</sup> Based on Nielsen RSV data for the total coffee category, from the last 52 weeks ending 26.12.20, for the GB total Grocery market. Organic coffee category valued at an estimated GBP 18.3 Million (©, 2019, Nielsen)

\* Nespresso® is a trade mark of a 3rd party not related to Pret or JDE Peet's



The new aluminium coffee pods are the latest in a series of consumer-packaged goods launches as part of Pret's business transformation programme and follows successful launches of bake-at-home croissants, granola, and ketchup ranges in Tesco earlier this year. It also follows the launch of Pret's retail coffee beans range which are available in Sainsbury's, Amazon, Ocado and Waitrose.

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### Notes to editors

- The Pret pods are compatible with Nespresso® coffee machines
- Digital rights waved for enclosed media assets

### Enquiries

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### About Pret A Manger

Pret A Manger opened in London in 1986. Pret's sandwiches, salads and wraps are freshly made each day in shop kitchens using quality ingredients. Any unsold food will be donated to local charities at the end of every day through The Pret foundation which works to help alleviate homelessness, poverty, and hunger. Pret currently has shops in the UK, US, Hong Kong, France, Dubai, Switzerland, Brussels, Singapore and Germany.

### About JDE Peet's in the UK & Ireland

JDE Peet's is the world's leading pure-play coffee and tea company, serving approximately 4,500 cups of coffee or tea per second. JDE Peet's unleashes the possibilities of coffee and tea in more than 100 countries with a portfolio of over 50 brands, including Kenco, Douwe Egberts, Tassimo and L'OR in the United Kingdom & Ireland. In 2020, JDE Peet's generated total sales of EUR 6.7 billion and employed a global workforce of more than 19,000 employees. Read more about our journey towards a coffee and tea for every cup at [www.JDEPeets.com](http://www.JDEPeets.com).





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