



1 Soho Square · London W1D 3BQ

3rd March 2025

Eric Lauterbach
President and CEO
Peet's Coffee

Dear Mr. Lauterbach,

It recently came to my attention that Peet's has an extra charge for plant-based milks as opposed to cow's milk. I must say this surprised me as I understand that your company is committed to reducing methane emissions and water waste, yet cow's milk significantly contributes to them. I would like to politely request that you consider dropping the upcharge on plant milks, just as Starbucks and Dunkin' have recently done.

My friends at PETA are campaigning for this to happen and I have agreed to support them with the quote: "Sir Paul is asking Peet's to end its *Surcharge* on plant milks," and I sincerely hope that for the future of the planet and animal welfare you are able to implement this policy.

Many thanks.

All the Best,

Sir Paul McCartney

