

Coffee Ambassador Brews Up Growth with Peet's

If you're looking to perk up your office coffee program, there's good news brewing: Coffee Ambassador now delivers Peet's Coffee directly to your workplace.

"We see coffee as a great asset to keep employees happy at work," explains Barbara Curtis Smalley, President. "With a challenging economy, coffee is just one additional tool to boost employee morale and productivity."

With the explosion of coffee houses and gourmet blends, today's American worker wants better coffee. Coffee Ambassador has risen to the occasion by adding Peet's Coffee to their extensive product line of over 300 breakroom items.

In just one year, Coffee Ambassador has brewed up robust sales to become the number one Peet's distributor in San Diego. According to Curtis and sister Smalley, "Combining our brand with Peet's means everyone wins."



Barbara Curtis Smalley, President and Sean Curtis, CEO

Become a Raving Fan - a Peetnik!

"Coffee drinkers today want better coffee" explains Curtis. Both California-based companies, Coffee Ambassador and Peet's believe in delivering the highest quality. Customers are more discriminating, and they want real value from their office beverage program. Curtis recognizes that exceptional customer service is still the key to their success and growth.

Bringing Peet's Coffee to their office is just one reason that so many San Diego businesses choose Coffee Ambassador as their trusted office coffee provider. "They are there when we need them," says Jeff Golombuk, CEO of Custom Logos and loyal customer for over 15 years, "It's amazing how much good coffee energizes my staff. Plus, Coffee

Ambassador's customer service and drivers really take care of us."

Other loyal customers have been spreading the word about Peet's by referring their friends and neighbors to Coffee Ambassador. "In fact, the majority of our new business comes from referrals. Our partnership with Peet's Coffee is just another way of keeping our customers happy," says Curtis.

About Peet's

Peet's sparked the revolution in American specialty coffee when it was introduced to the Bay Area in 1966. Peet's always gets rave reviews on taste and quality. They skillfully select the finest sustainable coffee beans for their artisan hand-roasting and blending process. Within minutes of roasting, Peet's seals the beans in unique packs with a one-way valve (locking out oxygen and moisture), keeping the java fresh until you brew it. From bean to cup, Peet's has distinguished itself as the freshest coffee available to the workplace. Loyal fans, affectionately dubbed "Peetniks", can now enjoy a cup of their favorite Peet's Coffee at the office.

About Coffee Ambassador

The family owned business started in a garage in Pacific Beach in 1970, and Coffee Ambassador has evolved significantly over the years to embrace new trends and technology. From their growing product line to their eOrder form where you can order directly from their website, Coffee Ambassador makes office coffee service fun and easy for their customers. Serving more than 3,000 San Diego businesses – from the smallest offices to some of the largest organizations in San Diego County – Coffee Ambassador specializes in delivering great coffee to the workforce.

"It's an exciting business, from sourcing and tasting coffees from around the world to delivering great coffee and great service locally. It's a pleasure to serve San Diego's top companies."

– Sean Curtis, CEO



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