

HOT NEWS: Peet's Coffee Takes to the Skies with Southwest Airlines as their Official Inflight Coffee Partner Starting on Aug. 13

EMERYVILLE, Calif., July 30, 2025 – [Peet's Coffee®](#), the original craft coffee roaster announced a new partnership with [Southwest Airlines Co.®](#) (NYSE: LUV), as the official coffee provider on all Southwest® flights. This marks the first time Peet's has teamed up with a major U.S. airline to serve its signature coffee inflight. Starting Aug. 13, Southwest customers can savor the boldness and quality of Peet's coffee bars — on the ground and at 35,000 feet.

“This is a defining moment for Peet's,” said Eric Lauterbach, President & CEO of Peet's Coffee. “To be part of every Southwest flight means more than expanding our reach - it's about creating memorable coffee moments in the skies. This partnership introduces the Peet's experience to millions of new consumers as part of their daily ritual in a way that's personal and meaningful. Most importantly, it brings the rich, bold flavor of Peet's wherever their journey takes them.”

Apart from its dedicated cafes, Peet's is available in 25 airports served by Southwest, including Denver (DEN), Houston (HOU), and Phoenix (PHX), where Southwest has some of its largest operations. Now customers can enjoy a superior cup from terminal to takeoff.

“We are enhancing our inflight experience to better serve our Customers, said [Tony Roach](#), Executive Vice President of Customer & Brand at Southwest Airlines. “A great cup of coffee goes a long way in creating a comfortable and enjoyable flight —and it's just one part of our broader effort to elevate our Customers' journey with us.”

The featured coffee inflight debuts with [Off the Grid™](#), a medium roast that was recently introduced and has quickly become a fan favorite. This blend features the fruit-forward notes of Colombian beans with the caramelized sweetness from El Salvador, delivering a balanced yet complex flavor profile designed to satisfy a broad range of palates.

To celebrate this launch, Peet's and Southwest will host an immersive, co-branded event at Peet's East 8th Street location in Chicago on Aug. 15-16 during regular coffee bar hours. Timed to coincide with the city's iconic Air and Water Show, the activation invites travelers and locals to experience the partnership through interactive elements, product sampling, and brand storytelling.

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](#).

ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 12 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline¹. By empowering its more than 72,000² People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting Southwest.com/citizenship.

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of Dec. 31, 2025

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