



FOR IMMEDIATE RELEASE

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Peerless Coffee and Tea Awarded the Prestigious SQF Food Safety Certification

First, Roaster of the Year and now the prestigious SQF, Peerless continues to innovate and cement their Best of Class position as they near their centennial anniversary.

Oakland, CA – Approaching their 100th Anniversary as an Oakland CA coffee roaster, Peerless recently earned the prestigious SQF certification. The Safe Quality Food (SQF) Program is a rigorous and highly credible food safety and quality program and the certification is recognized by top retailers, brand owners, and foodservice providers worldwide as Best of Class. Peerless is one of the very few independent specialty coffee roasters in North America to achieve this recognition.

Achieving SQF certification is a public statement of commitment to quality and food safety. Because SQF is a set of strict “farm-to-fork” food safety quality codes and standards, achieving the certification lets food producers show their customers that their product meets the highest possible level of safety. It helps demonstrate that food safety and quality controls have been effectively implemented and validated in that facility, as well as throughout the entire supply chain. The results of a strong SQF program are higher quality, safe products, brand confidence and reassured customers.

“Our team has always been fanatical about our coffee quality. For 97+ years, every bean from farm to finished goods has to meet the Peerless standard – far above specialty-market quality. Even nearing our centennial, we continue to focus on how we can do better as a company. Our obsessive nature paired with our drive for innovation and the obvious desire for public health and safety led us to seek SQF certification. This certification shows the commitment at every level of Peerless Coffee and Tea to uphold the highest food safety and quality standards. I’m incredibly proud of our team for earning this distinction”. Julian Bergstein, Director of Operations, Peerless Coffee & Tea

About Peerless Coffee and Tea

Peerless Coffee & Tea started as a family business in 1924, and is in its third generation of Vukasin family leadership. The craft coffee roaster has a legacy of industry-leading innovation in the hospitality industry. This mission driven company is recognized as one of the premier craft coffee roasters in North America and was recently awarded Roaster of the Year by *Roast* magazine and named one of the world’s best coffee brands in 2021. In addition to being SQF Certified, Peerless is also certified as a Bay Area Green Business, has been Organic certified since 1980, and is Kosher and Fair Trade Certified.

Peerless is served at prestigious locations, including Pebble Beach Resort, The Resort at Pelican Hill, Hilton Waterfront Beach Resort in Southern California, select Four Seasons properties, as well as four- and five-star restaurant and coffee-centric coffee houses. Peerless is sold at premier grocery locations including Erewhon, Bristol Farms, Nugget Markets and Safeway.

For more information, visit peerlesscoffee.com and engage the brand on social media @peerlesscoffee.

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