

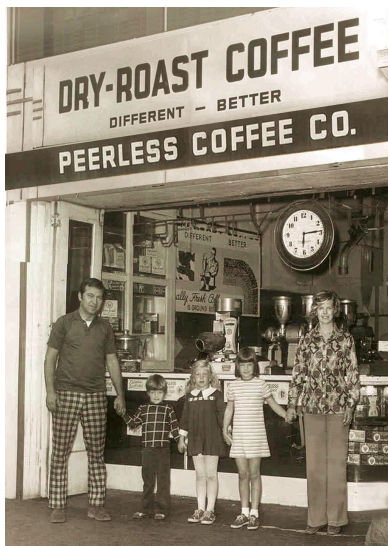
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**CITY OF OF OAKLAND DECLARES OCTOBER 1 “PEERLESS COFFEE DAY”
IN HONOR OF THE ICONIC ROASTER’S 100 YEAR LEGACY**

The third-generation, family owned-and-operated roaster marks the milestone with a weeklong celebration, including a coffee giveaway, a special affogato featuring Fentons Creamery ice cream, and local charitable initiatives



(left, George Vukasin Sr. & family in front of the original Oakland storefront in 1975; right, current owners George Vukasin and Kristina Vukasin-Brouhard in the present-day Peerless green coffee warehouse)

Oakland, CA (September 19, 2024) - October 1 is celebrated worldwide as International Coffee Day. This year, Oakland will add another designation to this date to commemorate the 100th anniversary of one of the city’s historic businesses, [Peerless Coffee & Tea](#). The City Council has voted to declare October 1, 2024 “Peerless Coffee Day in Oakland” to honor the beloved local roaster’s legacy.

Founded in 1924 by John Vukasin, Peerless was the first specialty bean shop in the Western U.S., and one of the original gourmet coffee and tea purveyors in Oakland at a time when the Bay Area was a hub for coffee roasters, including Folgers and Hills Bros. Today, Peerless's roastery and cafe is run by the third generation of Vukasins, George Jr. and his sister Kristina, who proudly continue the company's long-standing support of the Oakland community.

"Oakland has been at the heart of our journey, and it's truly humbling to be recognized by the city that has supported us from the beginning," says George Vukasin Jr., President & CEO of Peerless. "Our commitment to this community runs deep, and we're honored to continue sharing our love for coffee with the people who make this city so special."

Peerless will mark the Peerless Coffee Day milestone with a weeklong celebration featuring coffee giveaways, tastings, collaborations, and charitable initiatives.

Oct 1 - International Coffee Day & "Peerless Coffee Day in Oakland"

- Peerless will debut a special limited-time Centennial Affogato featuring another iconic 100+-year-old Oakland-based brand, [Fentons Creamery](#). Available at the café from October 1-3, from 12 PM - 4 PM, this treat includes a shot of six-time Golden Bean award-winning Organic Espresso Maranello and a scoop of Fentons' vanilla ice cream for \$6.50.
- 100 Cups Giveaway - Peerless will give away 100 complimentary cups of coffee at their café in Oakland's Warehouse District starting at 7 AM on Tuesday, Oct 1, while supplies last.

Oct 2 - Sample Unique Coffees from Around the World

- The Peerless cafe will host a sampling of unique coffees from around the world, including their [100th Anniversary Blend](#), [Colombia Pink Bourbon Finca Los Cedros](#), [Jamaica Blue Mountain](#), and the Nicaragua Pacamara Carbonic Maceration "Cherry Syrup" Natural.

Oct 3 - Tour the Peerless Coffee Museum

- In 2002, second generation Peerless owner Sonja Vukasin worked with Oakland Museum Designer Ted Cohen to open the first coffee and tea memorabilia museum on the West Coast at the Peerless roastery. Not currently open to the public, for one-day-only third-generation owners George Vukasin and Kristina Vukasin-Brouhard will offer special guided showings through the museum from 2 PM - 4 PM on Oct 3. Sign up for a guided showing in Peerless Coffee's café. (260 Oak Street, Oakland, CA)

Oct 4 - “Peerless Acts of Giving” Charitable Initiative

- Continuing their 2024 “Peerless Acts of Giving” initiative—where Peerless donates 100 cents from every cup and pound of coffee sold in the café and online on the first Friday of each month to a different local organization—on October 4 the proceeds will benefit [First Place for Youth](#), an Oakland-based non-profit organization that helps foster youth build the skills they need to make a successful transition to self-sufficiency and responsible adulthood.

The Peerless cafe is located at 260 Oak St., Oakland, CA. For more information visit, <https://www.peerlesscoffee.com/> or follow on Instagram at [@peerlesscoffee](#).

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About Peerless Coffee & Tea

Peerless Coffee & Tea is a third generation, family owned and operated gourmet coffee roaster and purveyor based in Oakland, CA. Founded in 1924 by Yugoslavian immigrant John Vukasin, Peerless was the first specialty bean shop in the Western U.S., and one of the original gourmet coffee and tea purveyors in the San Francisco Bay Area. Known for their quality of product, lasting community relationships, and long-standing commitment to equitable and environmentally friendly business practices, in 2019, Peerless received *Roast* magazine's coveted “Roaster of the Year” award—a one-time only recognition given to only the best-known craft coffee roasting names in America. In 2024, Peerless is proudly celebrating its 100th anniversary with the release of its first ROC® certified coffee blend, and a year of charitable giving initiatives. Peerless supplies beans to top restaurants, hotels, and major retailers across California and beyond, and operates a cafe located at 260 Oak St. Oakland, CA (open Monday through Friday, 7 a.m. to 4 p.m).