

## **Celebrating Peter F. Goggi**

### **President, Tea Association of the U.S.A, Inc. & Tea Council of the U.S.A, Inc.**

From the tea fields to boardrooms, Peter Goggi's journey has been one steeped in curiosity, passion, and leadership!

Peter's tea story began at Unilever, where he spent an incredible 32 years with Lipton Tea under Royal Estates Tea Co. — and made history as the first American-born Tea Taster in the company's long legacy. His expertise even landed him a spot on *The History Channel's* "Modern Marvels."

Over three decades, Peter's fingerprints were everywhere — from Research and Planning to Manufacturing, Procurement, and Global Commodities. By the time he retired from Unilever in 2011, he was overseeing more than £1.3 billion in raw materials for Unilever's Americas operations. (That's a whole lot of tea leaves!)

But retirement didn't last long. That same year, Peter traded in corporate spreadsheets for tea spreadsheets — becoming President of the Tea Association of the U.S.A., Inc., and Tea Council of the USA. Since then, he's been the heart and voice of the American tea industry, shaping strategy, promoting the Tea & Health message, and representing the U.S. at the FAO's International Governmental Group for Tea. In 2022, he even took the stage in London as the keynote speaker at the legendary Tea Trade Dinner.

Peter's leadership has guided the industry through challenges and change — helping tea emerge from the pandemic stronger than ever, celebrating tea for its natural goodness, great taste, and healthful benefits.

Outside the world of tea, Peter is equally impressive — a SUNY Cortland graduate with a B.S. in Chemistry (because what is tea if not a delicious chemical experiment?), a minor in Vocal Performance (yes, he sings!), and an MBA in Marketing and International Business from Seton Hall University.

After a lifetime of steeping success, Peter leaves behind a legacy as rich and warm as a perfect cup of tea.