

Doug Welsh
Senior Vice President and Roastmaster

Doug joined Peet's in 1994 and is the company's third Roastmaster, overseeing Peet's quality, sourcing, and sustainability. Doug is an impassioned reformer of responsible coffee sourcing. Working for more than a decade with the non-profit Enveritas, Doug's team has innovated a system that identifies coffee farms down to the tree, and verifies the entirety of our farm partners' social, environmental, and economic standards.

His favorite drink is a cup of Peet's, black, no chaser.