

Eric Lauterbach

President

Eric oversees employees and business across all channels—Retail, CPG, Food Service, Office Coffee, E-commerce—and subsidiaries, including Intelligentsia Coffee, Stumptown Coffee.

Eric joined Peet's in 2010 as the head of the Consumer Division, and has held leadership roles for our CPG, eCommerce, Food Service, Office Coffee business units over this time as this business has grown 10x over the time. He has been President and COO since 2020, with responsibility for Brand Marketing and Supply Chain. He began his career over 25 years ago at Procter & Gamble, where he progressed through various sales and marketing roles before moving to a handful of early-stage eCommerce startups as the head of Marketing and Business Development. After a 5-year return to consumer goods with Clorox, serving as Director of Sales for the flagship Bleach business unit, Eric joined an innovative natural food startup, Attune Foods, in 2007 as VP of Sales and Business Development. Attune Foods, a Nestlé and Unilever-backed company, has since been acquired by Post Cereal.

Eric holds a BA from UC Santa Barbara and an MBA from Pepperdine University. He and his wife Martina live in San Francisco with their three children and is on the Board of Directors, for Sterne School. Fun Fact: Eric ran with the bulls in Pamplona in 2012 and lived to tell the tale.

Favorite Peet's Drink: A cup of Guatemala San Sebastián.