

Jerry Baldwin

Member of the Board of Directors

In the specialty coffee industry, Jerry Baldwin is both a pioneer and a guru. He got his start in 1970, picking up the finer points of selecting, roasting, and blending from Mr. Peet. Jerry went on purchase Peet's in 1984 and was the principal owner and President and Chairman until 2001, when it went public. Jerry was a co-founder of Starbucks, and served as its President from its inception in 1971 until 1987, when he sold the company. Jerry has continued his relationship with Peet's over the years because of the company's unwavering focus on what he believes matters most—coffee.

Jerry has served as Trustee and Chairman of the Coffee Quality Institute, Director and President of Association Scientific Internationale du Café (ASIC), and Director of the Specialty Coffee Association of America (SCAA). He currently serves as a member of the board of directors of [TechnoServe](#), an NGO working to alleviate poverty in Africa and Latin America.

Throughout his career, Jerry has received numerous awards and recognition; he is a recipient of the SCAA Lifetime Achievement Award, was named North American Coffeeman of the Year by Tea & Coffee Trade Journal, and is an honorary member of the Kilimanjaro Specialty Coffee Growers Association (Kilicafe). In 2000, Baldwin began farming grapes and producing Zinfandel wines, an enterprise that continues as [J. Baldwin Wines](#) of Glen Ellen, California.

At home, his 1961 FAEMA E-61 and his presspot perform trusted daily rituals for Jerry and Jane. Espresso Forte, Garuda Blend and Major Dickason's Blend most frequently star in these freshly ground performances. As Jerry says, "I absolutely cannot believe that after fifty! years of specialty coffee, there are still many people who haven't gained the taste wisdom of grinding fresh beans just before brewing. I must try harder to educate them."