

Patrick Main*Beverage Innovator*

Patrick is a lifelong coffee obsessive who joined Peet's as a barista in 1988. He was Peet's first Coffeebar Quality Manager, responsible for establishing and training beverage standards, and introduced milk micro-foaming techniques at Peet's years before they became an industry standard. He has been instrumental in the development of Peet's Artisan Baked Goods program, in Peet's exploration of commercial and home brewing technologies, and in the product design around Peet's K-cups®. But his primary focus is on beverage innovation for Peet's coffeebars, where he has been responsible for developing all Peet's signature beverages over the past two decades. Patrick was chosen by his peers to receive the annual Jerry Baldwin Award in 2013, an internal award presented to the employee who best exemplifies Peet's values.

Prior to his Peet's career, Patrick directed children's theater, earned a music degree, and played music professionally. He continues to record and tour and has performed everywhere from living rooms to stadiums throughout the U.S. and Europe. Fun Fact: Patrick channels his wide-ranging knowledge of Classical, jazz, pop, and world music into curating Peet's in-store music and Peet's branded stations on Pandora.

Favorite Peet's drink: Café Cortado.