

## **Tiffin Groff, Vice-President / General Manager, Peet's Beverage Division**

With 25 years of consumer goods experience, Tiffin currently leads the Beverage Division of Peet's Coffee, joining Peet's in 2010.

She began her career at a family owned produce company as the world of packaged fresh produce began to blossom. This is where her passion to build a business holistically from production to consumer grew. She moved to Del Monte Foods in San Francisco, progressing through sales planning and marketing roles.

From there, Tiffin continued to move from smaller to larger companies, bringing her large company background to build faster growing small to mid-size brands. From Director of Marketing at Lindsay Olives, to launching the first natural cleaner at The Clorox Company, then to integrating a newly acquired business unit into Diamond Foods in SF. All of this experience culminates into her role with Peet's, leading a new and emerging business in ready to drink and on-tap beverages.

Tiffin received her undergrad degree from Cal Poly, San Luis Obispo and MBA from Saint Mary's College, Moraga. She lives in Oakland with her son.

Peet's Favorite Drink: A pour-over cup of Guatemala San Sebastian or Big Bang.