

**Gordon Bitter**  
**Senior Vice President, Retail Operations**

Gordon joined Peet's in 2023 as the leader of our Retail Coffeebar business, bringing a wealth of experience in coffee, multi-unit management, and technology to Peet's. He was born and raised in Germany and previously worked at Starbucks, where he spent more than a decade in both US and international leadership roles (working with both company-owned and franchise locations).

His favorite Peet's Drink: Guatemala San Sabastian.