



Peter F. Goggi

President

Tea Association of the USA, Inc., Tea Council of the USA & Specialty Tea Institute

Peter is no stranger to tea. He began his career at Unilever and spent over 30 years working with Lipton Tea as part of Royal Estates Tea Co., eventually serving as President. During those years, he was responsible for all teas purchased for Unilever's tea businesses in North and South America and oversaw all blend formulations and tea quality assurance. Peter was the first American-born Tea Taster in the history of T.J. Lipton/Unilever and was also featured on The History Channel's Modern Marvels.

In 2011, Peter retired from Unilever after 32 years in Research, Manufacturing, Planning and Supply Management. Peter's last assignment as Director Procurement Commodities – Americas, focused on the strategic development, risk management and purchase of vegetable oils, dairy, peanuts, chocolate, rice, wheat, pasta and energy for all of Unilever's businesses in the Americas. Peter managed a team of seven supply managers and 15 analysts and was responsible for spend in excess of €1.3 billion.

As President of the Tea Association and Specialty Tea Institute, Peter has implemented and updated their Strategic Plans; has continued to drive the Tea & Health message of the Tea Council; executed the growth agenda for the Specialty Tea Institute; and helped to guide the Tea Industry on its path to growth.

Currently faced with the challenges of COVID-19, Peter continues to drive communication and understanding of the multiple issues faced by the Tea Industry: locally, regionally and internationally.

Peter is a highly sought after speaker, bringing experience and insights to those interested in furthering their understanding the tea industry and identifying opportunities for growth.

Peter graduated from SUNY Cortland with a BSc. in Chemistry and a minor in Music (vocal performance), later earning his MBA in Marketing with a Certificate in International Business from Seton Hall University.