

Doug Welsh

Vice President and Roastmaster

Doug has been the Vice President and Roastmaster of Peet's since 2004. His relationship with the company began as a habitual customer while earning degrees at the University of California in Berkeley and Davis. Doug joined the original Vine Street store in 1994. Over two decades later, he is a steward of Peet's quality in the tradition of founder Alfred Peet, and a global authority in the specialty coffee industry. As Roastmaster, Doug oversees sourcing, purchasing, blending, roasting, and the strategic positioning of coffee. He has introduced dozens of coffees, from Gaia Organic Blend to Ethiopian Super Natural. Doug regularly judges and speaks at national and international coffee events and presently serves on the board of directors of World Coffee Research. Always seeking to further coffee education and exploration, Doug spearheaded the creation of the Peet's Pilot Roastery at the UC Davis Coffee Center.

Favorite Drink: A cup of Peet's, black, no chaser