

## **Gretchen Koch, Director of Marketing & Innovation, Beverage Division, Peet's Coffee**

Gretchen Koch joined Peet's Coffee in 2013 and currently leads brand marketing and portfolio strategy for the Beverage Division.

With over 20 years of food and beverage experience, she began her career at Price Waterhouse providing audit and accounting services to a variety of clients in the Bay Area consumer products industry. Her interest in creating food and beverage products developed further during her time as a strategy consultant at Swander Pace & Co., a boutique consulting firm.

She moved to Dreyer's Grand Ice Cream marketing team in 2004, managing multiple brands including Starbucks Ice Cream, The Skinny Cow and Dreyer's Slow Churned Ice Cream & Fruit Bars. While at Dreyer's, Gretchen began working on innovation—leveraging consumer and category insights to develop new products and launch new brands. Gretchen is currently with Peet's Beverage division, leading marketing and innovation strategy for the ready-to-drink and on-tap.

Gretchen received her BS Economics degree from the Wharton School at the University of Pennsylvania and MBA from Kellogg School of Management at Northwestern University. She and her husband, Brian, live in San Francisco with their three children.

Peet's Favorite Drink: Caramel Macchiato True Iced Espresso