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### **Caroline MacDougall: Founder of Teeccino Caffé®**

SANTA BARBARA, CA. With over 30 years experience in the herbal products industry, Caroline MacDougall has worked as a consultant to top tea and natural products companies to develop numerous award winning herbal beverages for The Republic of Tea, Yogi Tea Company, Uncle Lee's Tea, and Organic India. Caroline is the founder, creator and CEO of Teeccino® Caffeine-free Herbal Coffee, America's top selling coffee alternative.

In the early '70's, Caroline began her journey studying, growing, importing, blending and selling herbs. As she describes, "Herbs have taken me all over the world, introducing me to other cultures, luring me into tropical forests, wilderness areas and remote villages. Herbs have always been my vehicle for interesting encounters with the world at large, both human and plant!"

Caroline began her career developing worldwide suppliers and importing herbs for Celestial Seasonings. In Europe, she furthered her education in herbal lore by apprenticing with a world-renowned herbalist, Juliette de Bairacli Levy. Caroline developed several European herbal product lines and brought many ideas back to the United States in the early '80's.

Caroline's latest tea lines include the 17 "Be Well Red" Teas she developed for The Republic of Tea, where she has held the position of Minister of Herbs since 1991, and Organic India's 18 Tulsi Teas that introduced Tulsi or Holy Basil as a new tea to the US market. Caroline also pioneered the reintroduction of rooibos from South Africa to the US and created the media campaign "Rooibos, the Red Tea" which successfully built consumer demand that resulted in many top tea companies launching rooibos teas.

Additionally, Caroline has developed other products for the natural food marketplace such as Fiber Harmony®, a digestive health product for Organic India and HempShakes®, a protein drink for Nutiva.

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Caroline's inspiration for creating her most innovative product line, Teeccino Caffeine-free Herbal Coffee, came to her in a dream in the mid 1990's when she was deeply involved in rainforest preservation work in Central America. Following in the footsteps of her great grandmother, Alice Foote MacDougall, a single mother entrepreneur who began a coffee roasting business which grew into gourmet coffee shops in the early 1900's, Caroline founded Teeccino Caffé, Inc. in 1994 and launched the first Teeccino flavors to the natural and specialty food markets in 1995.

Teeccino is nationally distributed in the US, Canada, Australia, Japan, Hong Kong and the UK where it is sold in natural and specialty grocery stores. Teeccino is meeting the needs of health motivated people who want to reduce their coffee drinking due to the effects of coffee's caffeine and acidity.

Recently, Caroline fulfilled her original mission to develop products that contribute to rainforest preservation by introducing several new Teeccino flavors based on ramon nuts, a traditional food of the Maya civilization which is wild harvested from upper canopy trees in the Maya Biosphere Reserve in Guatemala. One percent of sales of Teeccino's Maya flavors is donated to programs developing sustainable forest crops and educating women about nutrition in rural communities in Central America.

Along with her duties as CEO of Teeccino, Caroline writes an e-newsletter for 20,000 readers and is currently working on a book to educate readers about herbal beverages. Caroline is the mother of three sons and lives with her husband in Santa Barbara, California.

**Teeccino Herbal Coffee is the top selling brand of coffee alternatives in the US. Teeccino comes in 10 popular flavors like Vanilla Nut, Mocha, Hazelnut, Chocolate, Chai, Almond Amaretto, Caffé and Java. It is distributed nationwide in natural food and specialty grocery stores. For more information about Teeccino, images, or samples, please contact Elizabeth at (213) 841-1920 or by email [Elizabeth@teeccino.com](mailto:Elizabeth@teeccino.com) or visit the web site [www.teeccino.com](http://www.teeccino.com)**

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