



Marzi Pecen

Tea Consulting, Sensory Training, Education and Program Development

Marzi Pecen is an independent tea specialist, educator, and writer who shares her knowledge and enthusiasm for tea across communities, countries, and industries. Combining her experience in the arts & medicine with her ever-expanding knowledge of tea and sensory awareness, she offers bespoke experiences and training courses to groups and individuals.

She designs programs & products in the tea & hospitality fields and extends her proficiency to anyone searching for a greater understanding of tea, its culture, or its potential. Authors, showrunners, and photographers striving for authenticity have relied on her expertise and research skills. Marzi collaborates with artists, perfumers, designers and other innovators in various capacities such as working with teachers using tea and aromas in the classroom to teach critical thinking, cultural understanding, science, social skills, and self-expression. With tea as the focal point, she has created rituals for celebrations, transitions, mourning, and meditative practice.

Marzi's analytic side drives her to understand a client's needs, wants, and limitations to develop a precise solution. Unrestricted by product or brand affiliations, she offers unique & customized solutions. Acting as devil's advocate, she excels at exposing vulnerabilities in technology or process for preproduction risk management or unbiased post-release review.

Testimonials

The unbelievably knowledgeable and great-hearted Marzi Pecen is a friend of mine I am happy to vouch for.

Listen to her!

James Norwood Pratt

Author, Speaker, Tea Authority
www.jamesnorwoodpratt.com

With a firm pulse on tea trends and a solid scientific approach to tea experience, Marzi is skilled at helping businesses bring visions to life. Collaborative and dedicated, she brought much knowledge to building the foundations of the European Speciality Tea Association and is a well respected member amongst tea professionals. A dream to work with.

Bernadine Tay

Founder of European Tea Association & Tea Designer
[Quintessential Tea](#)
[European Specialty Tea Association](#)

I have had the privilege of collaborating with Marzi on several occasions. She is able to convey information in an approachable manner regardless of her audience – whether it be seasoned industry professionals or elementary students. Her sensory expertise is beyond compare and I am always amazed by how much I learn from her. Combining her business acumen, beverage knowledge and sensory skills, she can tailor programs specific to her clients to help them achieve their goals. You can't go wrong with Marzi Pecen.

Billy Dietz

Tea and Beverage Consultant, Author, Founding Partner
[BDH Consultants](#)
[Spill The Tea: Unveiling The Mysteries Of Blended, Flavored, And Herbal Teas](#)
[LinkedIn](#)

I met Marzi at World Tea Expo back in 2012, and ever since have been amazed about how much she knows, not just about tea, but about perfume, food, history, cultures...the world in general! I was thrilled that she could join with us and bring the indispensable experience of aromas to our workshop on oolongs at World Tea Expo 2016. The sensory experience, and her comments about it, made the workshop rich with useful and pleasurable information.

Marzi brings to everything she does curiosity, enthusiasm, a sense of humor, and importantly, the ability to bring her vast knowledge to others in an accessible and informative way. She's the best!

Virginia Utermohlen Lovelace MD

Lecturer & Author

www.pairteas.com

[Publications](#)

If there were rock stars in the tea world, Marzi would easily qualify as our David Bowie. Wait, he's dead. Let's go with Patti Smith.

Greg Glancy

Tea Product Development and Innovator

[The Tea Foundry](#)

[Norbu Tea](#)

Marzi can design a tea program that will be uncomplicated and inspired in the kitchen to enhance the diner's experience. She's ahead of the trends on ice tea & tea cocktails.

Todd Duplechan

Owner/Chef

[Lenoir](#)

A list of certifications, affiliations, programs, resources and contact information are available upon request.

[LinkedIn](#)