



Marzi Pecen

Tea Consulting, Sensory Training, Education and Program Development

I am an independent tea specialist, educator, and writer, sharing my knowledge and enthusiasm for tea across various communities, countries, and industries. Combining my experience in the arts and medicine with my expanding knowledge of tea and sensory awareness, I offer tailored experiences and training courses to both groups and individuals. I design programs and products within the tea and hospitality sectors, extending my expertise to anyone seeking a deeper understanding of tea, its culture, and its potential.

Authors, showrunners, and photographers striving for authenticity have relied on my expertise and research skills. I collaborate with artists, perfumers, designers, and other innovators in various capacities. For instance, I work with teachers to incorporate tea and aromas in the classroom to promote critical thinking, cultural understanding, science, social skills, and self-expression. Using tea as a focal point, I have created rituals for celebrations, transitions, mourning, and meditative practices.

My analytical nature drives me to understand a client's needs, wants, and limitations in order to develop precise solutions. Unrestricted by product or brand affiliations, I provide unique and customized solutions. Acting as a devil's advocate, I excel at identifying vulnerabilities in technology or processes for preproduction risk management and unbiased post-release reviews.

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