



Teccino



Contact: Elizabeth Isenberg
Teccino Caffé
(213) 841-1920
elizabeth@teccino.com

Teccino CEO Finds Inspiration From Her Great-Granny

SANTA BARBARA, CA. Caroline MacDougall, founder and CEO of Teccino Caffé, has her great-grandmother to thank for her entrepreneurial spirit. This tenacious lady, Alice Foote MacDougall, paved the way for the strong women in the MacDougall clan when she opened up her own chain of coffee shops as a single mom – in the 1920's!

“My grandmother, Alice Foote MacDougall, started a wholesale coffee business with only \$38 and three children to support that grew into a chain of stylish coffee and waffle restaurants in New York City during the early 1920's. Each restaurant was decorated as a different Mediterranean city,” says Caroline, who created Teccino® Herbal Coffee in 1994. “Teccino's original flavors contained ingredients that all came from the Mediterranean region and its packaging was inspired by travel scenes from there too,” she adds, “It was all an unbelievable coincidence.”

Caroline continues, “My uncle gave me a copy of my great-grandmother's book, *Autobiography of A Businesswoman*, and I was overcome by the similarities between our lives and the struggles we've both had as businesswomen and single mothers.”

So, in honor of her great-grandmother's genius, she placed her philosophical quotations on Teccino marketing materials. One such quote is: “What a glorious challenge life is anyway! So defiant, so baffling in any attempt to explain - and yet so thrilling in its unexpected rewards, its glorious opportunities,” Alice Foote MacDougall, 1928.

You will find these quotes sprinkled throughout the Teccino web site. Caroline plans to republish Alice's unique book along with the story of her own entrepreneurial endeavors under the title *Coffee & Tea, Great Granny & Me*.

Teccino Herbal Coffee is the top selling brand of coffee alternatives in the US. Teccino 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 Teccino, images, or samples, please contact Elizabeth at (213) 841-1920 or by email Elizabeth@teccino.com. Or visit www.teccino.com.

XXXX