



Brian Keating 1956 - 2018

Brian Keating was the founder of Sage Group®, a tea business publisher, think-tank and consultancy focused upon the specialty tea and natural products industries. For over thirty years Brian helped tea companies of all sizes worldwide with diverse business development support. Brian was the first tea blend master and tea buyer for Whole Foods Market (Allegro), and he was a top-rated speaker at the annual World Tea Expo. He was widely quoted for his insights and trend forecasting in the tea industry globally; his insights have been showcased in articles in both consumer and business publications, including World Tea News, The Economist, Nutrition Business Journal, NPR and other media. He had unique hands-on experience at the retail level, having owned one of North America's premier tea shops and cafés for many years, and had pioneered numerous retail and foodservice merchandising, marketing, and training methodologies. In addition to formulating hundreds of specialty tea beverages, Brian was also a recognized expert in the spice, nutraceutical, functional foods and essential oil arenas.

World Tea Academy was honored to have Brian write ADV.13 for us just prior to his passing. We have created a scholarship in his honor. He will be greatly missed in the tea community.