

Ines Berton

Intizen/Chamana



“ I saw an opportunity to combine ingredients from around the world to create high-quality, specialty teas. ”

COUNTRY	Argentina
INDUSTRY	Consumer
EMPLOYEES	10
YEAR SELECTED	2008
PARTNER	Guillermo Casarotti
WEBSITE	www.intizen.com.ar/

COMPANY SNAPSHOT

Through two tea brands — Intizen (2003) and Chamana (2007) — Inés and Guillermo are attacking the fastest-growing segments in the market: specialty teas and herbal infusions. Led by a complementary team blending Guillermo’s strong business background with Inés’ skills and reputation as one of the world’s luminaries in the art of tea — she has personally made teas for the likes of the Dalai Lama and the King of Spain — Intizen and Chamana are well positioned to become the industry leaders for high-quality Latin American teas.

ENDEAVOR AND INTIZEN/CHAMANA

With Endeavor’s support, Guillermo and Ines have focused on professionalization and expansion. Their firm continues to export to over 20 countries. They also benefited from a special project with BCG that had two objectives: 1) developing management and growth strategy; and 2) assessing sales strategy, pricing models, and management capacity.

The Entrepreneurs demonstrate commitment by participating as speakers at Endeavor events.