

Robert Carter Named New President of the Coffee Association of Canada



Toronto, ON – March 16, 2021 – The [Coffee Association of Canada](#) (CAC) is pleased to announce Robert Carter as its new President. Robert is a leading restaurant and foodservice expert with over 20 years of unique industry experience spanning executive leadership, strategy, sales, marketing and research. He takes over from Lesya Balych-Cooper who is retiring after leading the Association as President for almost seven years.

“We’re thrilled to have someone with Robert’s industry knowledge, network and history leading the Coffee Association of Canada as it embarks on the next stage of its 3-year Strategic Plan,” said Balych-Cooper. “I couldn’t be leaving the Association in better hands!”

As Managing Partner of The StratonHunter Group, Robert leads a portfolio of high growth companies in the foodservice and food-tech industry. For 14 years, he oversaw the research development, sales and marketing of CREST market intelligence data for the foodservice industry as Executive Director at The NPD Group. During that time, Robert was an engaged Member of the Coffee Association of Canada, including serving as Treasurer on the Board of Directors. Robert is a well-known conference presenter, moderator and media personality, and has hosted and moderated numerous panels and presentations at the annual CAC Conference.

“I know the Coffee Association of Canada and its Members well and my team at StratonHunter are thrilled to be involved with the Association and for me to take on this role,” said Carter. “Thank you to Lesya for building a strong foundation that delivers tangible value to Members. I look forward to working with the Board and Members to continue to advance the CAC’s vision to contribute to the ethical and responsible growth of the Canadian coffee industry.”

“On behalf of the Board and outgoing Chair Luisa Giroto, Starbucks Coffee Canada, who helped to build a strong strategic foundation for CAC during her tenure, I welcome Robert as our new President. We are confident that Robert will continue to drive the Association forward,” said new Chair of the Board, Catherine Crozier, Senior Director, Strategy, Marketing and Brand Innovation, McDonalds Restaurants of Canada. “I would like to sincerely thank Lesya Balych-Cooper who led the CAC through a truly positive transformative period, evolving our strategic plan and leveraging the expertise of the Board to shape our vision together. Lesya’s expertise on Board governance and her work developing our Board Member and Committee participation has truly made the CAC a best-in-class industry association. On behalf of the Board, we are grateful for her service and wish her the best in her retirement!”



About the Coffee Association of Canada

The [Coffee Association of Canada](#) (CAC) is a national not-for-profit trade association representing the majority of the coffee industry in Canada. Members include importers, roasters, foodservice retail and grocery, packaging and allied businesses. The CAC has been conducting its proprietary [Canadian Coffee Drinking Trends Study](#) for 20+ years. The annual survey, which was pivoted in 2020 to monthly pulse waves to gather changing consumption habits through the pandemic, has become the consistent standard of how coffee habits are viewed and tracked in Canada.

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