



Company Information



Who is Pixie Maté and when can we meet?

A traditional symbol of health and friendship, yerba maté became the catalyst for two amigos from Boulder, Colo. who sought a common dream with a collective spirit. TJ McIntyre and Duane Primozich discovered the newest old beverage and launched the sacred sip that gives the buzz of coffee a blush of shame (yerba maté). They mingled the mystery of maté with the juice of cheeky and a squeeze of sass, and called it Pixie Maté.

The Background:

With strong roots in the natural products industry, these Gen-Xers are setting out to define the next generation of industry pioneers, carrying on the wisdom learned from their mentors, the organic industry founders. Duane and TJ both cut their teeth at White Wave by playing lead roles in growing the Silk brand, learning that the unconventional can become remarkable if given an appealing twist and amazing flavor. They are now committed to a company based on great-tasting, sustainably-sourced product that delivers on taste and pleasure.

The Wisdom:

Duane and TJ were led to Pixie Maté by way of the natural products industry, where rebels and pioneers have forged new territory to reinvent the business world. The duo learned the way of this industry under the tutelage of such gurus as Steve Demos

(White Wave), Rick Stewart (Frontier Natural Products Co-op), Steve Hughes (Frontier Natural Products Co-op and Celestial Seasonings), and Terry Tierney (Allegro Coffee Company). TJ and Duane have proudly worked for great companies dedicated to sustainable agriculture, and social and environmental responsibility.

The Dream:

As the pioneers of the industry pass the baton to a generation of younger leaders to take charge, Duane and TJ have carved a dream together, in the tradition of the pioneers but with a new, younger attitude. Amongst a regular worktime ritual of copious amounts of yerba maté, consumed betwixt deadlines and over conversations of what to do next, it dawned on them: the future lay in the (maté) tea leaves within their very own cups.

The Inspiration:

In 2003 TJ co-founded Pekoe Sip House in Boulder, a modern tea house that has become a haven for health-conscious Boulderites seeking a quietly inspiring place to convene and create. Pekoe Sip House has become the de facto home office for magazine publishers, performance artists, professional athletes and myriad Boulderites. Pekoe regulars have come to know this shop as the best purveyor of maté lattes in town; as a healthy alternative to the caffeine-crazed, adrenaline-junkie culture of corporate America, maté is quickly gaining popularity with the slightly unconventional Boulder set. Pekoe became the next point of inspiration: as Duane and TJ began seeing their own favorite warm beverage take to the hearts of Boulder locals, they discussed how to make maté a convenient, accessible beverage sans the traditional gourd and bombilla. This way, the maté magic could be spread to the masses.

Why “Pixie”?

A beverage like maté needs a name that exudes positive vibes. Pixie speaks to the ethereal, exuberant energy that abounds within each of us – the magic of maté.

The Ways of Taking Flight:

Pixie Maté is a catalyst for imagination and inspiration – for magic that happens when good energy is shared among friends. Part of this inspiration comes from the Boulder lifestyle, in which TJ and Duane immerse themselves in wholeheartedly. TJ skate skis before coming to work in the morning; Duane goes for a regular run or ride over lunch. Both are avid skiers, mountain bikers, aspiring team triathletes (TJ swims, Duane runs, the two of them are arguing over who has to bike). Both are environmentalists, committed to sustainable agriculture; Pixie Maté supports a local nonprofit called Growing Gardens with a board position and fundraising support, and are working toward supporting yerba maté grower communities, and promoting sustainable farming globally as well as locally.

Maybe it's really all derived from the magic of both Pixie Maté founders being former Deadheads who passionately enjoy music, friendship and fun.

Drink Deep. Take Flight.