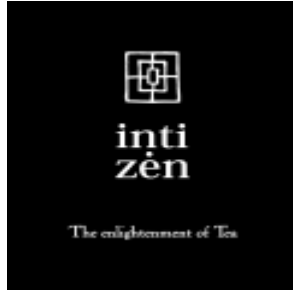


## Ines Berton

Intizen/Chamana



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

<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	10
<b>YEAR SELECTED</b>	2008
<b>PARTNER</b>	Guillermo Casarotti
<b>WEBSITE</b>	<a href="http://www.intizen.com.ar/">www.intizen.com.ar/</a>

### 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.