



**LAVAZZA: THE AUTHENTIC ITALIAN ESPRESSO
AT THE NEW EATALY, NEW YORK**

Lavazza Café opens at the American Eataly store

The tradition of authentic Italian espresso has just arrived to New York with the opening of the Lavazza Café, on 31 August, at the brand-new Eataly store, at the junction between Fifth Avenue and Broadway, just a stone's throw from the Flatiron Building in central Manhattan.

Designed exclusively for Eataly New York, the Lavazza Café is a unique venue that represents the essence of authentic Italian espresso.

Open every day from 7 a.m. until 11 p.m., the café offers a menu featuring not only traditional coffee recipes, but also a mouth watering range of seasonal drinks: classic espresso, espresso macchiato, cappuccino and bicerin — the delicious coffee-based drink from Piedmont. Visitors can also enjoy cold drinks such as cremespresso, caffè shakerato and a series of American classics reinterpreted in true Lavazza style.

Intended to be the ultimate embodiment of Italian style, with every espresso served the Lavazza Café will pay tribute to the long and successful history of Italian tradition, in a store which, for the Italian food industry, is one of a kind. The café is about more than just espresso and cappuccino: the hospitality, service — and of course the décor and layout — will all reflect the brand's identity and what Lavazza represents in New York and worldwide.

The Lavazza Café at Eataly New York will be an emblem for the history and value of true Italian coffee, which is a fundamental part of Italy's culture and identity. It is also a prime opportunity to showcase the special qualities of espresso on the international scene.

Since the first Eataly opened in Turin, it has shared Lavazza's vision of quality and authenticity. This philosophy is not only expressed through the long-standing partnership between the two, but also in the desire to allow the rest of the world to discover Italy's food manufacturing traditions.

The Eataly format, designed by Oscar Farinetti, can already be found in Turin and two other locations in Piedmont, as well as in Bologna, Milan and Tokyo, where visitors can find out more about the food of Italy and also the country's identity. Lavazza, the number 1 coffee in Italy and a fundamental part of the national culture of food, just had to be a part of this exciting new venture.

“We are very pleased to be involved in Oscar Farinetti’s new project”, confirmed Giuseppe Lavazza, Group Vice President, “and the Lavazza Café at Eataly, a shrine to culinary greatness, will further consolidate the international image of top quality Italian food. It’s a decision that fits well with our strategy of international development.”

A series of tasting sessions will be held during the year, further emphasising the cultural value of Eataly. Coffee lovers and interested members of the public will also be able to find out more about the flavour and sensory qualities of espresso, thanks to a series of meetings and seminars on the theme of Italian coffee, to be run by experts from the company’s Training Centre and hosted at the Lavazza Café.

The story of Lavazza tells of a successful business but is also about a family that has worked passionately for four generations to reconcile quality, tradition and modernity with the vision of a large group, now present in more than 90 countries worldwide.