



LAVAZZA ANNOUNCES JOCK ZONFRILLO AS OFFICIAL AMBASSADOR

Lavazza, the world's leading Italian coffeehouse, will today commence an official partnership with Jock Zonfrillo, owner and chef at Adelaide's Restaurant Orana (Australia's 2018 Restaurant of the Year, *Gourmet Traveller*) and sister restaurant Bistro Blackwood.

Zonfrillo, named Australia's 2018 Hottest Chef by *The Australian*, has signed a three-year partnership with Lavazza, cementing an ongoing relationship with the brand.

As part of his ambassadorship, Zonfrillo is set to appear at major Lavazza events (to be confirmed), collaborate on bespoke recipes heroing the humble coffee bean.

Today, Lavazza Australia will release the first two recipes prepared by Zonfrillo; Paperbark Ice Cream with Ferrero Lavazza – 'Ferrero Lavazza' (made using milk and dark chocolate, roasted hazelnuts, and Lavazza coffee infused hazelnut oil), paperbark ice cream, macadamia praline, oat crumb, paperbark wafers, and paperbark syrup; and Vitello Tonnato Lavazza – a simple dish of poached and sliced veal, tuna mayonnaise made using Lavazza coffee infused grapeseed oil, crispy capers, vinegars, finished with a lemon wedge.

Amelia Schroter, Head of Marketing at Lavazza Australia says the partnership is significant both on a local and global scale.

"Our partnership with Jock Zonfrillo further cements our company's strong dedication to Top Gastronomy globally.

"We admire his commitment to preserving and evolving Australian food culture, and assisting indigenous enterprise, through The Orana Foundation. His devotion to educating Australians about indigenous ingredients at Restaurant Orana is truly admirable.

"Adding a hugely talented chef like Jock to our team of global ambassadors has caused a great deal of excitement both in Australia and at our headquarters in Turin. We welcome him with open arms and look forward to embarking on our journey together," said Schroter.

Current Lavazza chef ambassadors include 2017 World's 50 Best Restaurant Award winner Massimo Bottura (Osteria Francescana), Ferran Adrià (El Bulli fame), and Michel Bras (Bras Restaurants). Adam D'Sylva (Tonka, Coda, Melbourne) and Giovanni Pilu (Pilu at Freshwater, Sydney) fly the local chef flag.

Instagram and Facebook: @LavazzaAus #lavazzaaus

About Lavazza Group

Established in 1895 in Turin, the Italian roaster has been owned by the Lavazza family for four generations. Among the world's most important roasters, the Group currently operates in more than 90 countries through subsidiaries and distributors, exporting 63% of its production. Lavazza employs a total of about 3,000 people with a turnover of more than €2.0 billion in 2017. Lavazza invented the concept of blending — or in other words the art of combining different types of coffee from different geographical areas — in its early years and this continues to be a distinctive feature of most of its products.

The company also has over 25 years' experience in production and sale of portioned coffee systems and products. It was the first Italian business to offer capsule espresso systems.

Lavazza operates in all business segments: at home, away-from-home and office coffee service, always with a focus on innovation in consumption technologies and systems. Lavazza has been able to develop its brand awareness through important partnerships perfectly in tune with its brand internationalisation strategy, such as those in the world of sport with the Grand Slam tennis tournaments, and those in fields of art and culture with prestigious museums like New York's Guggenheim Museum, the Peggy Guggenheim Collection Venice, and The Hermitage State Museum in St. Petersburg, Russia.

As the company continues on a strategic globalisation path, the Lavazza Group has acquired local jewels in key markets such as France's Carte Noire (2016), Denmark's Merrild (2015) and North America's Kicking Horse Coffee (2017). Additionally, in 2017 the Group amplified its distribution reach with the acquisition of France's Espresso Service Proximité and Italy's Nims.