



## **LAVAZZA TO UNVEIL NEW OPPORTUNITIES TO EXPERIENCE AN AUTHENTIC CUP OF ITALIAN COFFEE AT NATIONAL RESTAURANT ASSOCIATION SHOW**

***123-year-old company to unveil new machine, coffee blend and Nespresso®\* Compatible Capsules***

**Chicago, Illinois (May 18, 2018)** – Lavazza, an authentic Italian family company and one of the leading global coffee companies, will launch three new ways to experience an authentic cup of Italian coffee at the National Restaurant Association (NRA) show in Chicago from May 19-21, including the restyled Lavazza BLUE 4700 machine, a preview of the new ¡Tierra! Colombia coffee blend and a new line of Nespresso®\* Compatible Capsules for the hotel segment.

**Lavazza BLUE 4700:** Lavazza’s latest machine restyling uses an exclusive pod system designed to ensure consistent quality of Lavazza’s creamy and aromatic espresso with every use. The Lavazza BLUE capsules consist of a wide selection of blends to meet a range of tastes. The new machine, designed for food service, has an upgraded “easy milk” system, allowing the user to effortlessly froth or warm milk, as well as multiple programmable capacitive buttons. This machine continues the legacy of performance of the Lavazza BLUE series while improving in every detail.

**¡Tierra! Colombia:** Part of Lavazza’s legacy of ¡Tierra! blends, and available in the U.S. soon, this premium away-from-home blend originates in part from the Meta region of Colombia, at the foot of the Cordillera Oriental mountains, formerly a conflict region of the country where coffee could not be grown. Lavazza partnered with the Rainforest Alliance to help more than one hundred Colombian farming families rebuild coffee plantations in this region, creating optimal working conditions and increasing the productivity through sustainable growing standards.

**Nespresso®\* Compatible Capsules:** Lavazza is a leading coffee partner for the hotel industry, and is one of the few brands that can provide a complete offering for all different areas – in-room, meeting rooms, breakfast, café and restaurant. Building on their heritage and expertise in the industry, along with nearly 30 years of developing and marketing systems and products for the single serve segment, Lavazza will release Nespresso®\* Compatible Capsules for U.S. hotels later this year. Following the successful North American relaunch of K-Cups, the new line enables travelers to enjoy five product variations to appeal to personal tastes and preferences.

“As a 123-year-old brand, we’re always evolving our approach to deliver high quality coffee to consumers. In fact, our recent U.S. consumer survey revealed that over 60% of coffee drinkers are looking for consistent quality, which we continue to provide through innovations such as new machines, blends and capsules,” said Davide Riboni, Lavazza’s President of the Americas. “The new Lavazza BLUE machine, ¡Tierra! Colombia blend and Nespresso®\* Compatible Capsules expand our presence in the U.S. by providing new opportunities to access a cup of quality, Italian coffee.”

Located near the entrance of the Lakeside Center at NRA trade show floor, Lavazza will be serving multiple blends and styles of coffee, as well as coffee cocktails, at its station throughout the event. Additionally, each morning, Lavazza will host an interactive sensory experience featuring the history, peculiarities and subtle differences between blends from Colombia and Ethiopia.



**About Lavazza**

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 internationalization 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 globalization 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.

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