



## **LAVAZZA CELEBRATES THE BEST IN MOTION PICTURES AND TELEVISION BY JOINING THE 74<sup>TH</sup> ANNUAL GOLDEN GLOBE® AWARDS AS OFFICIAL COFFEE**

**Los Angeles, California (January 8, 2017)** – Lavazza, an authentic Italian family company and one of the leading global coffee companies joins the 74<sup>th</sup> Annual Golden Globe Awards as Official Coffee to celebrate the best in motion pictures and television in one evening. On January 8<sup>th</sup>, 2017, Lavazza will have a presence within the Golden Globe Awards Lounge at The Beverly Hilton, where the internationally-renowned ceremony takes place. Before, during and immediately following the awards, a pop-up Lavazza café will be featured and fully operative within the Lounge. Designed with a typically Italian contemporary eye, the café will offer Golden Globe winners, nominees, industry leaders and other guests traditional Lavazza coffee experiences including the signature Coffeetail No. 51 (a cocktail made with Lavazza cold-brew coffee, vodka and ginger ale), and the famed Coffee Caviar, which is part of a long list of coffee design specialties created in collaboration with some of the world's most esteemed chefs including Ferran Adrià, Massimo Bottura and Carlo Cracco. Guests will also be able to preview Kafa, a Lavazza single origin product that will be relaunched in 2017 in the United States with a new, even more exclusive look and feel. These will be served in limited-edition themed cups specifically made for the occasion. The cup –inclusive of the Golden Globe Awards logo – is inspired by the much-anticipated ceremony and is carefully crafted in black, complemented with real gold. The company will also have experts from the Lavazza Training Center on-hand who will create the unique coffee experience recipes.

Lavazza's experience on-site at the Golden Globe Awards on January 8<sup>th</sup> will be also extended to fans across the world on social media, featuring special content created and shared on Facebook, Twitter and Instagram. Viewers watching the Golden Globe Awards live can also join in the conversation with Lavazza by tagging @LavazzaUSA and together celebrate the best of Hollywood.

For Lavazza, a commitment to quality and innovation are deeply rooted values ingrained in its more than 120-year history. Whether it was inventing the coffee blend, or serving the first espresso in outer space with the ISSpresso project, Lavazza also believes that behind every great film, there is always a great coffee. Indeed, the company shares the same passion for reinvention that the motion picture and television industry has. This is one of the many reasons why Lavazza is proud to celebrate with Hollywood as the Official Coffee at the 74<sup>th</sup> Annual Golden Globe Awards.

For more information about Lavazza, please visit: [www.lavazza.us](http://www.lavazza.us) or Twitter ([@LavazzaUSA](https://twitter.com/LavazzaUSA)).

### **About Lavazza**

Established in Turin in 1895, Lavazza is an Italian coffee producer owned by the family of the same name for four generations. The world's sixth ranking coffee roaster, today the Group has operations in more than 90 countries, through associated companies and distributors, and exports 53% of production. After the acquisition of Carte Noire, Lavazza employs about three thousand people and has a turnover of 1,473 million euros (2015 financial statements). Lavazza started out life by inventing the concept of coffee blending, or the art of combining different varieties of coffee from different geographical areas, in a process that remains a feature of most of the company's products. The company also has a tradition stretching back over 25 years in the production and marketing of portioned coffee systems and products and is Italy's leading player in the espresso capsule system segment, with operations in all business areas: home, away from home and office, with a focus, as always, on innovative technology and consumption systems.



### **About the Golden Globe Awards**

The 74th Annual Golden Globe Awards will air LIVE coast-to-coast on NBC Sunday, January 8, 2017 from 5-8PM PT/8-11PM ET from The Beverly Hilton with host Jimmy Fallon. Previously announced, eight-time Golden Globe-winner Meryl Streep will be the recipient of the 2017 Cecil B. DeMille Award. Produced by Dick Clark productions in association with the HFPA, the Golden Globe Awards are viewed in more than 236 countries worldwide and are one of the few awards ceremonies to include both motion picture and television achievements.

Lorenzo Soria is President of the Hollywood Foreign Press Association. Allen Shapiro, CEO of Dick Clark productions; Mike Mahan, President of Dick Clark productions; and Barry Adelman, Executive VP of Television at Dick Clark productions, will serve as executive producers.

### **About The Hollywood Foreign Press Association**

Founded in the 1940s during World War II, the HFPA was originally comprised of a handful of L.A.-based overseas journalists who sought to bridge the international community with Hollywood, and to provide distraction from the hardships of war through film. Seventy years later, members of the HFPA represent 56 countries with a combined readership of 250 million in some of the world's most respected publications. Each year, the organization holds the third most watched awards show on television, the Golden Globe® Awards, which has enabled the organization to donate more than \$25 million to entertainment-related charities and scholarship programs. For more information, please visit [www.GoldenGlobes.com](http://www.GoldenGlobes.com) and follow us on Twitter ([@GoldenGlobes](https://twitter.com/GoldenGlobes)) and Facebook (<http://www.facebook.com/GoldenGlobes>).

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