



LAVAZZA'S MAJOR ROLE AT THE WORLD'S 50 BEST RESTAURANT AWARDS 2017

Lavazza is a partner and key presence at the most exclusive international event dedicated to gastronomy, The World's 50 Best Restaurants — the industry experts' world ranking of restaurants, to be announced at the awards ceremony on Wednesday 5th of April, Melbourne. A "50 Best" event that, once again, brings a touch of Italy, guaranteed by the Lavazza name, which has made the Italian espresso great throughout the world.

Lavazza proudly sponsors The World's 50 Best Restaurants Highest Climber Award, given to the restaurant that has climbed the most the ranking places, compared the previous year. Last year's winner was Maido, Lima, Peru, entering the list at No. 44 in 2015 and rising to No. 13 in 2016.

Lavazza was the very first Italian company to work with international chefs. A groundbreaking collaboration started in 2001 with Ferran Adrià, followed by the great Italian names such as Massimo Bottura and Carlo Cracco, counting many award-winning restaurants amongst its customers. Lavazza's partnerships have always focused on coffee as an essential component of the epicurean experience, using only the finest blends, to yield some of the most innovative and uncharted coffee innovations, such as Adrià's èspresso, the first solid coffee in history, the Coffee Lens invented by Cracco, and the E-Spoon and E-Cup, created by outstanding chef Davide Oldani, made to preserve the aromatic qualities of a true Italian espresso.

Award-winning chefs, food critics and opinion leaders will flock to Melbourne from all over the world, to participate in the event and have the chance to enjoy Kafa, one of the finest coffees in the world, and the first from the Earth. This 100% Arabica coffee grows in uncontaminated and naturally fertile soils.

Lavazza will also offer event guests the exclusive opportunity to enjoy two **Coffeetails, the new form of Lavazza coffee-based cocktails**, specially created by the Lavazza Training Center — the first dedicated Espresso school in the world, founded in Italy in 1979. There are now with more than 50 centres worldwide.

Coffetail No. 50, a moderately alcoholic drink served in a glass jar over ice, consists of a base of Lavazza cold-brew coffee, with rum and a refreshing lemon twist. **The Passion Me** is also built with a base of Lavazza cold-brew coffee, poured over vodka, muddled mint, fresh passion fruit, and topped with ginger ale.

Lavazza is therefore talking once again about innovation and tradition, emerging as the coffee that best embodies "Italianness" and is perfectly adapted to both traditional and more creative cuisine. The company's partnership with this internationally acclaimed event thus confirms why Lavazza is the brand chosen by haute cuisine around the world. For over 30 years, Lavazza has devoted itself to product experimentation, not only through its Training Center, but also through prestigious collaborations, such as those with Slowfood and the University of Gastronomic Sciences in Pollenzo.

It is precisely thanks to the Training Center, and the contribution of these world-famous chefs, that new and uncharted forms of coffee were first invented. This is how Adrià's creations such as èspresso, the first solid coffee in history, Coffesphere and Coffee Caviar came about. And there's even more: Coffee Lens, invented by the outstanding chef Carlo Cracco, not to mention E-Spoon and E-Cup created by chef Davide Oldani to preserve the true aromatic qualities of a real Italian espresso.



Excellence, tradition, innovation, experience: Lavazza's presence at the main international events devoted to haute cuisine and on the menus of the most exclusive restaurants is a major achievement for a company whose primary mission is to spread real Italian espresso around the world.

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. More info at www.lavazza.com.au