



AWAKENING A BETTER WORLD EVERY MORNING

OUR WORLDWIDE COFFEE FAMILY GROWS THROUGH RESPECT FOR PEOPLE AND ENVIRONMENT.



AUTHENTICITY

Our strong and growing family is made up of a **blend of brands**. We share the same values and complement one another with our distinct strengths and experience.

Authenticity, inclusion, passion for excellence are the traits of this unique Group. We continue to build on our rich history which guides us all towards a bolder future.



PASSION FOR EXCELLENCE

Our roots are in **Italy**, but we have a **worldwide reach and global outlook**.

Our aim is to pursue perfection **in what we do**, providing an all-round first-class coffee experience.

We **care about the communities where our quality beans are grown, about our employees and about the people who enjoy our coffee**. We also feel responsible for helping to protect the environment in which we live and work.



RESPONSIBILITY

We are courageous and **forward looking**. Our endeavour is to empower our customers and our communities, through **inspiration, sustainable innovation, culture, and ultimately personal growth**.



INVENTIVENESS

We believe in humanity and in relations that connect mankind.

These are the principles to which every brand in our Group is committed.

And it's what our coffee is all about: the drive that helps the world awake a bit better every day.

