



Lavazza is the new Prestige Sponsor of the Rolex Shanghai Masters

Shanghai, October 3rd 2023 - **Starting** this year, leading global coffee company Lavazza is **Prestige Sponsor** of the **Rolex Shanghai Masters**, Asia's only ATP Masters 1000 tournament, held in Shanghai from October 4 to 15, 2023.

Under this agreement, which runs until 2025, Lavazza is the sole coffee brand at the tournament, bringing the **authentic Italian coffee** experience to thousands of fans at the Asian event and continuing to develop the brand's positioning in China, a market with huge potential where the company has been operating since 2020 through a joint venture with local partner Yum China, the country's largest restaurant company.

The **Rolex Shanghai Masters** continues Lavazza's journey into the world of tennis, with which it shares the values of tradition, innovation, ritual, internationalism, passion, excellence and conviviality.

For over ten years, the Turin-based brand has been partnering with the world's main tennis tournaments. The worlds of tennis and Lavazza coffee joined forces for the first time in London in 2011.

Since then, shot after shot, Lavazza has become recognised and admired as the coffee of tennis lovers. After its debut on Wimbledon's grass courts in 2011, the next steps were Roland Garros and the US Open in 2015, followed in 2016 by the Australian Open. Finally, since 2021 it has also been Platinum Partner at the Nitto ATP Finals in Turin, the city where the company began life and has grown.

One of the Lavazza brand ambassadors competing at the Rolex Shanghai Masters tournament is talented Italian Jannik Sinner, one of the world's top players today.

About Lavazza Group

Lavazza, founded in Turin in 1895, has been owned by the Lavazza family for four generations. Today the Group is one of the leading players on the global coffee scene, with turnover of over € 2.7 billion and a portfolio of top brands that lead their respective markets, such as Lavazza, Carte Noire, Merrild and Kicking Horse. It is active in all business sectors and has operations in 140 markets, with 8 manufacturing plants in 5 countries and about 5,500 collaborators all over the world. The Group's global presence is the result of over 125 years of growth and the more than 30 billion cups of Lavazza coffee produced every year are a testament to a remarkable success story, with the goal of continuing to offer the best coffee possible, in all forms, by focusing on every aspect of the supply chain, from the selection of the raw material to the product in the cup. Lavazza Group has revolutionised coffee culture by investing continuously in research and development: from the intuition that marked the company's earliest success - the coffee blend - to the development of innovative packaging solutions; from the first espresso sipped in Space to the dozens of industrial patents. The ability to be ahead of the times is also reflected in the focus on sustainability - economic, social and environmental - which has always been a benchmark for guiding corporate strategies. "Awakening a better world every morning" is the corporate purpose of Lavazza Group, with the aim

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of creating sustainable value for shareholders, collaborators, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.