



LAVAZZA DELIVERS THE PERFECT SERVE FOR WIMBLEDON'S 100TH YEAR OF CENTRE COURT

As the Championships' perfect doubles partner, Lavazza is celebrating its eleventh year serving the official coffee of Wimbledon and the renewal of their ongoing partnership until 2025

London, UK (27th June 2022) – Thousands of tennis enthusiasts will begin filling the stands at Wimbledon today as the iconic Championships play host to a full crowd for the first time in two years. To keep tennis fans fuelled, long-term partner Lavazza and its expert baristas will be delivering the perfect serve of authentic Italian coffee as the official coffee of Wimbledon for the eleventh year in a row. Lavazza is dedicated to serving premium coffee experiences to tennis fans and, through their renewed partnership with the Wimbledon Championships, they will remain the official coffee of Wimbledon until 2025.

The Wimbledon Championships run from **Monday 27th June – Sunday 10th July, 2022** and this year marks 100 years of Centre Court. To celebrate, Lavazza will be delivering the perfect serve to tennis fans wherever they are watching - from Wimbledon's Centre Court to Lavazza's new Flagship Store in central London, and from the comfort of their own home.

*"Lavazza and Wimbledon are the perfect doubles partners", said **Pietro Mazzà, Regional Director UK & Nordics and General Manager Lavazza UK**, "We strive to deliver premium experiences for consumers and have a passion for world-class tennis, resulting in a harmonious partnership that delivers exciting tennis and premium coffee experiences for UK fans. We are thrilled to have renewed our partnership with Wimbledon at such a defining moment – celebrating Wimbledon's 100-year anniversary of Centre Court. Tennis is at the heart of the Lavazza family, and we are proud to partner with Wimbledon again in 2022, to help bring the Championships back with a bang, after a challenging two years."*

*"Lavazza and Wimbledon have formed the perfect doubles team for 11 years now. In the home of tea and the temple of tennis, authentic Italian espresso has become a natural part of the Wimbledon ritual and, since 2015, a leading 'player' at other Grand Slam tournaments too," said **Lavazza Group Vice President Marco Lavazza**. "Our passion for tennis, which began here at Wimbledon, has forged an*



unbroken bond between our brand and this sport since 2011, during which time we have served eight million espressos to fans from around the world. We are proud to be back at Wimbledon in 2022 for the Tournament's return in grand style after two very difficult years, and thrilled that our partnership has been extended until 2025 at such a significant moment as the 100th anniversary of Centre Court. To mark the occasion, we have decided to bring to the tournament a unique coffee experience inspired by sustainability, a cornerstone of Lavazza Group's business strategy."

This year will also see the return of the iconic Wimbledon Queue where Lavazza baristas will be serving up complimentary coffee experiences to thousands of dedicated fans lining up in the hopes of securing their seat in the stands. Across the two-week tournament, Lavazza will also be serving authentic Italian coffee across 80 service points within Wimbledon; from delicate, fruity and floral aromas to rich, intense and full-bodied flavour. Coffee and tennis fans can also enjoy their perfect serve, knowing that sustainability has always been at the core of Lavazza's journey and business strategy.

Initiatives testament to Lavazza's ongoing commitment to sustainability include:

- 100% renewable energy used for the UK, Italian, French, and Canadian plants
- 65% of Lavazza Group's packaging made recyclable, and 95% of industrial waste recovered
- 32 sustainable development projects established in 20 countries with over 136,000 beneficiaries through the Lavazza Foundation
- 830,000 tonnes of carbon credits purchased to offset emissions that cannot be reduced, and carbon neutrality achieved for five of the Group's key product ranges

Building on its sustainability commitment for Wimbledon, Lavazza is proud to have designed and introduced new reusable coffee cups exclusive to Wimbledon this year for the first time ever. Better still, crowds can also sample Lavazza's 'Cookie Cup', for a delicious, zero-waste, taste experience.

For those who are unable to watch the Championships from Wimbledon, Lavazza is offering a Wimbledon experience in the heart of central London, just off Regent Street. Last September Lavazza opened the first Flagship store outside of its home country of Italy, in a move which reflected the company's commitment to invest in the UK market. From today, the London Lavazza Flagship Store has received a true Wimbledon makeover, donning its famous purple and green attire, turning 'Casa Lavazza' into 'Casa Wimbledon' for the two weeks of the tournament. From the Strawberry Tiramisù, the Italian twist on the Wimbledon strawberries and cream classic, to the refreshing Nuvola Spritz



cocktail and the indulgent Wimbledon food menu, Lavazza's Flagship Store will be serving Italian-inspired treats to tennis fans as they watch the action live from Wimbledon from central London.

To mark the Group's dedication to the world of professional tennis, Lavazza has also recently renewed its partnership until 2025 with Roland-Garros and the US Open, while continuing to be a Platinum Partner of the Nitto ATP Finals 2021-2025 held in Turin.

These collaborations showcase Lavazza's ongoing commitment to support tennis on a global scale and form part of Lavazza's wider narrative to champion premium sporting events. This year in the UK, Lavazza has partnered with Royal Ascot as well as the Arsenal Women and Men's team, delivering premium coffee experiences to sports fans.

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For further information contact:

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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 € 2.3 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 9 manufacturing plants in 6 countries and over 4,200 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 of creating sustainable value for shareholders, collaborators, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.