



## LAVAZZA SERVES ITS THIRTEENTH YEAR AT WIMBLEDON

*Lavazza celebrates its continued partnership with Wimbledon, as the Official Coffee of The Championships, reaffirming the brand's dedication to the sport and the UK market*

**London, UK (July 6<sup>th</sup>, 2023)** – Leading global Italian coffee company, Lavazza, returns to this year's Grand Slam tournament as the official coffee of The Wimbledon Championship. Lavazza's long-standing commitment to Wimbledon, showcases the Group's dedication to serving premium, authentic coffee experiences to tennis fans.

The Championships run from **Monday July 3<sup>rd</sup> – Sunday July 16<sup>th</sup>, 2023**. Across the two-week tournament, Lavazza will be delivering the perfect serve to tennis fans wherever they are watching - from Wimbledon's iconic Centre Court or from the comfort of their own home.

*"Our partnership with Wimbledon is thirteen years strong and is only going from strength to strength as we continue to share quality, authentic Italian coffee with all the tennis-lovers and the world-class players at this year's Championships."* said **the Group's new Chairman Giuseppe Lavazza** – *"Lavazza's partnership with All England Lawn Tennis Club is testament to Lavazza's unwavering commitment to supporting UK sport. Tennis is at the heart of the Lavazza family, and we are happy to continue to celebrate excellent tennis on a global stage at Wimbledon."*

Lavazza's passion for tennis, which began at Wimbledon, has forged an invincible bond between the brand and the sport since 2011. Over this time, Lavazza has served ten million espressos to fans from around the world. For the tennis-loving crowds, both inside Wimbledon's prestigious grounds and outside, at the queue where spectators eagerly await entry, Lavazza coffee will be served in a variety of classic and exclusive serves.

Across the two-week tournament, Lavazza will serve authentic Italian coffee across over 70 concessions, with a variety of coffee: from delicate, fruity and floral aromas to rich, intense and full-bodied flavour. Throughout the tournament, Wimbledon visitors can sample La Reserva de Tierra Colombia, a blend synonymous with excellence and sustainability. The unique blend is created from coffee supplied by communities involved in the Lavazza Foundation's social responsibility projects, which supports more than 100 farming families to restore plantations.



Coffee and tennis fans can enjoy their perfect serve, knowing that sustainability has always been at the core of Lavazza's journey and business strategy. The latest environmental and social results from the 2022 Sustainability Report includes:

- 98% of the coffee produced by the Group is made with renewable energy;
- €25m invested up to 2022 sustainable packaging roadmap;
- 66% of the packaging used by the Group's entire product portfolio is already recyclable, with 100% targeted by 2025 in line with our Sustainable Packaging Roadmap;
- over 89% of waste generated by production plants is recovered and recycled;
- 97% of vegetable waste from coffee processing in Italian plants is turned into fertilizers.

For those who are unable to visit Wimbledon this year, Lavazza is offering a Wimbledon experience in the heart of central London, just off Regent Street. In September 2021 Lavazza opened the first Flagship Store outside of its home country Italy, in a move which reflected the company's commitment to invest in the UK market. This year, the Flagship Store has received a true Wimbledon makeover. Donning Wimbledon's famous purple and green attire, the front of the Flagship Store has been decorated with an eye-catching display of larger-than-life tennis balls, scaling the wall in a standout display, turning 'Casa Lavazza' into 'Casa Wimbledon' for the two weeks of the tournament. From a dedicated Wimbledon-themed Afternoon Tea, with a mouth-watering Raspberry and Cream Choux, to the eye-catching chocolate Tennis Ball: Lavazza's Flagship Store will be serving Italian-inspired treats to tennis fans in central London throughout the Wimbledon tournament.

The Group's dedication to the world of professional tennis is unwavering both for key world-class events and for players. Since 2019 Lavazza has supported rising star, Jannik Sinner. Now ranked as world No.8 by the Association of Tennis Professionals, Italian tennis player Jannik became the youngest ATP titleholder since 2008 by winning the 2020 Sofia Open.

On a global platform, Lavazza had continued its ongoing partnerships with Roland-Garros and the US Open until 2025, while it continues to be a Platinum Partner of the Nitto ATP Finals 2021-2025 held in Turin.

**-ENDS-**



**For further information contact:**

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

**About Wimbledon:**

The Championships, Wimbledon, is the oldest of the four tennis Grand Slams and the only one played on grass. Managed by The All England Lawn Tennis Club and staged on the Club's Grounds, Wimbledon has evolved from its origins as a private members' croquet club in 1868, to one of the world's biggest annual sporting events and one of the most well-respected brands in sport. Visit [www.wimbledon.com](http://www.wimbledon.com) and follow us @wimbledon on all major social media platforms.