



Excellence is a Choice: Lavazza and Sinner Together Until 2030

The journey continues between two Italian icons renowned worldwide

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Lavazza is proud to announce the renewal of its partnership with tennis player Jannik Sinner, the company's Brand Ambassador since 2019. The new long-term agreement extends the collaboration until 2030, consolidating a bond that goes far beyond the tennis court.

Lavazza was among the first brands in the world to believe in Sinner's talent, when, at just eighteen, he was ranked 140th in the ATP rankings. Since then, the journey together has been extraordinary: from participating in and winning the ATP Next Gen Finals in Milan in 2019, to historic triumphs in Grand Slam tournaments and the Nitto ATP Finals, where Lavazza is a Platinum Partner.

The pinnacle was reached with Sinner attaining the number one spot in the ATP world ranking, a milestone that testifies to the exceptional growth of an athlete who has won the hearts of tennis fans worldwide.

This partnership is a virtuous example of how authentic and continuous support can contribute to mutual growth. Lavazza and Sinner share common values: passion, excellence, and dedication.

Giuseppe Lavazza, Chairman of the Lavazza Group, stated:

"We are thrilled to renew our partnership with Jannik until 2030. We believed in him from the very beginning, when his talent was still a promise. Today, seeing him at the top of the tennis world fills us with pride and confirms the strength of a forward-looking vision. He is much more than a brand ambassador: he is part of our family."

Marco Lavazza, Vice Chairman of the Lavazza Group, added:

"This collaboration has generated significant added value not only in terms of visibility, but also in terms of emotional connection. The relationship with Jannik has grown and evolved over time, becoming a symbol of our presence in the world of tennis and at major international tournaments. It demonstrates how an authentic partnership can strengthen a brand's identity and its connection with the public."

Jannik Sinner concludes:

"For me, Lavazza is not just an extraordinary partner, but above all a family. They have supported me from the very beginning of my journey, and that has a special value for me. Over time, our bond has naturally strengthened, founded on trust, respect, and shared values. I am proud to represent an Italian excellence like Lavazza around the world, but above all grateful for the genuine human relationship that unites us."

With this renewal, Lavazza confirms its commitment to the world of tennis and its desire to continue supporting great talents who embody the company's values.

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