



## LAVAZZA TAPS INTO GLOBAL CULTURE WITH GRINDIN COFFEE

*Partnership with Terrence “Pusha T” Thornton and Pharrell Williams redefines coffee enjoyment by embracing new cultural landscape*

**Turin - September 15, 2026** – **Lavazza**, a symbol of coffee excellence for more than 130 years, today announces a collaboration with **Grindin Coffee**, marking an evolution that positions the brand at the heart of culture - where music, creativity, and lifestyle converge.

With **Grindin Coffee**, the new brand co-founded by **Terrence “Pusha T” Thornton and Pharrell Williams** for the U.S. market, **Lavazza** reaffirms its role as **a facilitator of new cultural languages** and **an explorer of new communities**. This initiative underscores its longstanding commitment to contemporary culture and new forms of communication, keeping coffee at the center as a catalyst for creativity.

The partnership with Pusha T and Pharrell Williams represents a new milestone in Lavazza's communications journey: after playing a pivotal role in Italian pop culture with memorable campaigns since the 1960s, Lavazza now engages with two icons of global hip hop culture.

*“Grindin Coffee represents more than a product collaboration for Lavazza; it is a dialogue across generations and cultures,”* said **Carlo Colpo, Chief Marketing Officer, Lavazza Group**. *“It shows how coffee can serve as a bridge, an engine of innovation and connection. We are excited to bring Lavazza's quality and more than a century of expertise in service to a brand that embodies the energy and ambition of our time, creating a coffee experience that goes beyond the cup, helping us remain relevant and inspire new generations”.*

Energy, movement, creativity, and innovation are the intrinsic values shared by Lavazza and *Grindin Coffee*. At the heart of this synergy, pleasure remains the common thread: Lavazza brings its authority and deep coffee expertise to enrich new narratives and connect with diverse communities.

### **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 €3.9 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 5 countries. The Group's global presence is the result of over 130 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 revolutionized 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 attention to economic, social and environmental issues - which have always been a benchmark to guide corporate strategies.

“Awakening a better world every morning” is the corporate purpose of Lavazza Group, with the aim of creating value for shareholders, collaborators, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.