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LAVAZZA CONSOLIDATES ITS COMMITMENT TO TENNIS PLATFORMS ANNOUNCING THE PARTNERSHIP WITH MUTUA MADRID OPEN 2024

Building up on the innate bond with the world of sport, this partnership further confirms the key role played by the Spanish Market for the Italian coffee company

Madrid, 19 April 2024 – **Lavazza Group**, one of the world's leading coffee roasters, announces today its **partnership with Mutua Madrid Open 2024**: this is a further confirmation of the brand's decade-long commitment to tennis, built on common objectives and shared values such as the pursuit of excellence, the drive towards innovation and internationalisation, the sense of conviviality and above all, innate passion, and togetherness.

The brand will be present at the Spanish tournament with several activations, contributing to the creation of an unforgettable experience for all the passionate spectators. A Lavazza coffee point will be located in the VIP terrace, while a special Lavazza Boutique will offer visitors the chance to enjoy unique experiences like the possibility to personalize their cappuccino with a selfie printed on the foam. In terms of product offer, La Reserva de Tierra! Cuba, the premium blend of sustainable quality within integrated blockchain traceability, will be served by professional baristas with special recipes as espresso Salentino and Napoletano.

Lavazza relationship with tennis started at Wimbledon 2011 and quickly became one of its core strategic platforms to communicate the Company's heritage, values and products. Since then, the Group has gradually become the official coffee partner of the Grand Slam tournaments: the partnership with Wimbledon and Roland Garros have been going on for 13 and 10 years respectively, both renewed until 2025. The one with US Open has been going on since 2015 and will run up to 2025 as well. Latest relevant steps within the Group plans have been the partnerships with NITTO ATP FINALS 2021-2025 tournament and Rolex Shanghai Masters, further consolidating the strong connection between the brand and the world of tennis.

Sports sponsorships play a key role in the international growth of the Group. By entering the main temples of tennis, with Mutua Madrid Open as latest addition, the Group manages to reach a large international audience to whom the high quality of its offer and service can be presented. Every year – thanks to the tennis platform - Lavazza comes in contact with more than 3 million people and, over the years, it has offered tennis enthusiasts an extraordinary taste experience by serving more than 11 million coffees.

Through the collaboration with Mutua Madrid Open Lavazza is not only consolidating its connection with the sport platforms but is also marking **a valuable milestone in the strategy designed for Spain**.

Spain is a growing Market for Lavazza, in which the brand has been operating since 1990s, but it's in the last 5 years that a stronger focus has been placed on the Region. The brand has indeed been promoting the authentic Italian coffee culture in all its form, blending with the needs and demand of local consumers.

The collaboration with Mutua Madrid Open, do confirm the importance of Spain in Lavazza international strategy, while strengthening the bond between the Group and the tennis world.



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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 € 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 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 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 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.