



LAVAZZA AND TURIN, IT'S A MATCH! THE NITTO ATP FINALS PUT ITALIAN ESPRESSO BACK ON COURT

Turin hosts an exciting new chapter in the Nitto ATP Finals, which Lavazza brings to life for fans with surprising matchups and unique opportunities to learn about espresso culture.

Turin, November 15, 2023 – Turin is again the capital of international tennis as, for the third time, it hosts the **Nitto ATP Finals**, which **Lavazza** is continuing to **support as Platinum Partner** this year and until 2025. Back on court alongside local and national organisations, the brand renews its commitment to the city that represents the company's tradition and future.

The worlds of tennis and Lavazza coffee joined forces for the first time in London in 2011 on Wimbledon's grass courts.

Today, with over 10 years' experience at the world's top tennis tournaments, Lavazza is recognised as the coffee of tennis fans, serving 11 million cups and reaching an audience of more than three million people.

"The combination of tennis and Turin works, as is demonstrated by a further increase in the forecast number of fans this year, which is good for the city from both cultural and economic standpoints. It's something we've believed in right from the outset, supporting the city's candidacy and working with local and national authorities, because we know that events like this are essential to give Turin an increasingly international outlook. And like every year, we're organising various initiatives designed to enrich the experience of all visitors, while our ambassador Jannik Sinner will be playing on court. We were among the first to invest in his talent and we wish him the best of luck," said

Marco Lavazza, Lavazza Group Vice Chairman.

Nuvola Lavazza turns orange

For the Turin-based company, sport is like the espresso coffee ritual, creating connections and encouraging the sharing of diverse experiences with a view to boundless social interaction. Building on the strength of these values shared by the brand and tennis, Lavazza has chosen the Nitto ATP Finals to organise a memorable get-together at its Turin headquarters between **Jannik Sinner**, one of the world's top tennis players today and a Brand Ambassador since 2019, and his number one fans, the **Carota Boys**.

Since their first appearance dressed in carrot orange, Lavazza has supported these six young men from Revello by giving them access to the world's most prestigious tournaments. And a few days ago the company made every fan's biggest dream come true, by giving them the incredible opportunity to meet their idol in the flesh and challenge him on a tennis court set up specially for the occasion in Nuvola Lavazza.

The brand has also produced an evocative video that tells the story of this remarkable matchup, sharing the excitement of the Carota Boys with the whole community of tennis fans.

Turin, tennis and espresso: the perfect blend for Lavazza A Modo Mio

The challenge set for all tennis lovers by A Modo Mio is to discover the rules for making real Italian espresso at the Nitto ATP Finals Fan Village. During the sporting event, in the Fan Village next to the Pala Alpitour, the brand is organizing "**Home of Masters**", the A Modo Mio Club House dedicated



to Lavazza's mastership in the preparation of espresso coffee. In this space, an entertainment and analysis path interactively reveals the secrets to tasting perfect coffeehouse-quality espresso at home, thanks to the Lavazza A Modo Mio system and Barista Technology. The initiative echoes the competitive spirit of the tennis event, inviting people to become Masters of Italian espresso by answering entertaining themed questions. Inspired by the puzzles found in Escape Rooms, various timed quizzes have been devised for participants to solve with the help of clues hidden in the Home of Masters and the support of an "original and eclectic" staff, the aim being to learn about the rules of Barista Technology and join the Wall of Fame of Italian Espresso.

With this original brand experience, the Nitto ATP Finals tournament once again becomes the home of Italian espresso, opening its doors to all tennis fans, the curious and coffee lovers.

In addition, all the tennis fans and coffee lovers outside the Pala Alpitour can try to become Masters of Italian espresso by entering the digital competition, which involves top champions on the court and in the cup, like our young Brand Ambassador Jannik Sinner and the Carota Boys.

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. 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.