



The challenges posed by the climate crisis to the coffee sector are many and urgent: this is why Lavazza is committed to the study of all-round solutions to meet the needs of reducing its environmental impact. In fact, starting from 2020, the Group has promoted a path called “Roadmap to Zero”, that consists of a technical process involving three main working steps, which are the quantification, reduction and compensation of its carbon footprint.

In 2025, we confirm that we continue to fully offset the emissions generated by our single serve products. To assure that all the capsules, once bought, are effectively carbon neutral, we multiply the carbon footprint of 1 average coffee capsule piece verified by third party and based on products volumes sold in 2023, by the estimated sales for 2025 and offset that specific quantity with carbon credits.

Lavazza Group’s carbon offset strategy involves investing in high-quality, verified carbon credits that support reforestation, renewable energy, and other sustainable projects aimed at reducing global carbon emissions.

Furthermore, we are taking an additional step towards sustainability: the carbon credits we acquired for 2025 will exceed the total emissions associated with all products sold in 2025 claiming CO2 offset emissions. This ensures that our operations contribute positively to the environment by going beyond mere neutrality and actively supporting global climate action.

In addition to offsetting, we are also investing in emission reduction projects identifying best practices for sustainable coffee cultivation across our value chain. In collaboration with our traders, we are specifically supporting projects that focus on reducing the carbon footprint while improving farming techniques, promote biodiversity, and enhance sustainability at the source, ensuring a long-term positive impact on both the environment and coffee-growing communities. In some cases, the carbon removal units resulting from these projects are used by Lavazza for its insetting activity. For instance, Insetting goes beyond compensation approach, as it serves as a mechanism to drive investments in nature-based climate solutions with lasting positive impacts inside a company’s value chain.

In this way, sustainability remains at the core of our mission, and we will continue to enhance our reduction efforts as part of our long-term commitment.