



## LAVAZZA ONCE AGAIN CELEBRATES THE BEST IN MOTION PICTURES AND TELEVISION AS THE OFFICIAL COFFEE OF THE 75<sup>TH</sup> ANNUAL GOLDEN GLOBE® AWARDS

**Los Angeles, California (January 7, 2018)** – Lavazza, an authentic Italian family company and one of the leading global coffee companies, will proudly return as the Official Coffee of the 75<sup>th</sup> Annual Golden Globe Awards on January 7, 2018. As part of this celebration, Lavazza will have a presence within the Golden Globe Awards Lounge at The Beverly Hilton, where the internationally-renowned ceremony takes place honoring the best in motion pictures and television in one evening. Before, during and immediately following the awards, a pop-up Lavazza café will be featured and fully operative within the Lounge. Designed with a typically Italian contemporary eye, the café will offer Golden Globe winners, nominees, industry leaders and other guests unique Lavazza coffee experiences, including the signature coffeetail, E-Tonic (a cocktail made with Lavazza espresso, gin, tonic water and ginger), and Sambuca Ambra (a molecular gastronomy-inspired alcohol sphere made with Frangelico or Amaretto and Lavazza coffee powder).

Guests will also have the opportunity to sample Kafa, a Lavazza single origin product and one of the world's finest coffees. These will be served in limited-edition Golden Globes-themed cups specially made for the occasion. The cup, featuring the Golden Globe Awards logo, is inspired by the much-anticipated ceremony and is carefully crafted in black, complemented with real gold. Additionally, the pop-up café will feature a Ripple Maker machine, where guests can have their photos taken and custom-printed onto the foam of their coffee drinks along with the Golden Globe Awards logo. Lavazza will also have experts on hand from its Lavazza Training Center to create and serve these unrivaled coffee recipes.

Lavazza's experience at the Golden Globe Awards will also be extended to fans across the world on social media with special content created and shared by @LavazzaUSA on [Facebook](#), [Twitter](#) and [Instagram](#). Viewers watching the Golden Globe Awards live can also join in the conversation with Lavazza by tagging @LavazzaUSA and celebrate the best of Hollywood together.

Carlo Colpo, Lavazza's Global Head of Advertising and Media, states, "Lavazza is proud to once again share our authentic Italian coffee experiences with the Hollywood community being honored at the 75<sup>th</sup> Annual Golden Globe Awards. For the second year as Official Coffee, our presence provides Lavazza an unparalleled opportunity to join in the celebration and build on our tradition of supporting 'the best' in the arts, which includes projects with iconic photographers and partnerships with world-class museums such as the Guggenheim in New York."

For Lavazza, a commitment to quality and innovation are deeply rooted values ingrained in its more than 120-year history. Whether it was inventing the coffee blend, or serving the first espresso in outer space with the ISSpresso project, Lavazza also believes that behind every great film, there is always a great coffee. Indeed, the company shares the same passion for reinvention that the motion picture and television industry has. This is one of the many reasons why Lavazza is proud to celebrate with Hollywood as the Official Coffee at the 75<sup>th</sup> Annual Golden Globe Awards.

For more information about Lavazza, please visit: [www.lavazza.us](http://www.lavazza.us).