



TORINO, ITALIA, 1895

LAVAZZA AMONG THE AMBASSADORS OF ITALY'S REPUTATION IN THE WORLD ACCORDING TO THE REPUTATION INSTITUTE'S 2019 GLOBAL REPTRAK® 100

Turin, Italy (March 7th, 2019) – Lavazza is the fourth largest company in the world in terms of reputation in the Food & Beverage sector (73.1 points, +2 points compared to 2018) according to the Reputation Institute's Global RepTrak 100 2019. The Reputation Institute is a world leader company in the measurement and management of corporate reputation.

This year, Lavazza climbed the ranking, taking **38th place** among the 100 most reputable brands in the world and **gaining 11 positions** compared to 2018, an indication of the strong appreciation of the brand and its more than 120 years of history that shows, once again, how Italian spirit can be considered an extraordinary competitive lever.

A positive result that confirms the company's ability to combine, in an innovative and contemporary way, the taste and pleasure of "Made in Italy" with a careful look at product and process innovation, the working environment, and social and environmental responsibility. Not only that, but also the values with which Lavazza spreads the culture of coffee, expressed in each of the 27 billion cups served each year around the world.

As the annual Reputation Institute ranking shows, Lavazza boasts a reputational value with a strong impact on business and on the positioning of the brand known today throughout the world, which has grown thanks to the Group's strategic internationalization path that places the quality of its products and services at its core, as well as the creation of important partnerships capable of increasing positive perceptions among consumers.

About Lavazza Group

Established in 1895 in Turin, the Italian coffee company has been owned by the Lavazza family for four generations. Among the world's most important roasters, the Group currently operates in more than 90 countries through subsidiaries and distributors, with 63% of revenues coming from markets outside of Italy. Lavazza employs a total of over 4,000 people with a turnover of €2.0 billion in 2017. Lavazza created the concept of blending — or in other words the art of combining different types of coffee from different geographic areas — this continues to be a distinctive feature of most of its products. The company also has over 30 years' experience in production and sale of portioned coffee systems and products. It was the first Italian business to offer capsule espresso systems. Lavazza operates in all business segments: at home, away-from-home and office coffee service, always with a focus on innovation in consumption technologies and systems.

Lavazza has been able to develop its brand awareness through important partnerships perfectly in tune with its brand internationalization strategy, such as those in the world of sport with the Grand Slam tennis tournaments, and those in fields of art and culture with prestigious museums like New York's Guggenheim Museum, St. Petersburg's Hermitage State Museum and Melbourne's National Gallery of Victoria.

Companies that form part of the Lavazza Group include France's Carte Noire and ESP (acquired in 2015 and 2017 respectively), Denmark's Merrild (2016), North America's Kicking Horse Coffee (2017), Italy's Nims (2017), and Australia's Blue Pod Coffee Co (2018). At the end of 2018, following an acquisition, the Lavazza Professional business was created, which includes the leading Office Coffee Sector (OCS) and Vending systems Flavia and Klix.

PRESS OFFICE LAVAZZA

Mariù Brancato – 345 3972860 – mariù.brancato@lavazza.com

Edoardo Fulio Bragoni – 340 3872907 - edoardo.fuliobragoni@lavazza.com