**Lavazza is Platinum Partner of the**

**Nitto ATP Finals 2021-2025 in Turin**

A new adventure in sport to bring the experience of true Italian espresso culture to tennis enthusiasts around the world

*Turin, November 30, 2020* - The countdown has officially begun to the **next Nitto ATP Finals**, bringing the city of Turin closer to the tennis tournament that will be held for the first time in the Piemonte regional capital from **November 14 to 21, 2021**, continuing there until the 2025 event. **Lavazza**, as **Platinum Partner** working alongside Federtennis and national and local authorities for the entire five-year period, expresses its satisfaction and enthusiasm for this adventure in sport through the words of **Lavazza Group Vice President Marco Lavazza**.

*“We are proud to partner with the Nitto ATP Finals in Turin from 2021 to 2025, a high-profile and internationally renowned event for both our brand and our city. Lavazza’s decade-long commitment to tennis through its presence at Grand Slam tournaments and the brand’s decision to participate in the Nitto ATP Finals confirm a consolidated approach aligned with our internationalization strategy.”* said **Lavazza Group Vice President Marco Lavazza**. “*For some time now, we have chosen to speak to the broad, cross-category community of sports fans, bringing them the pleasure of the true Italian coffee culture: we are honored to be able to rise to this important challenge in Turin, the city that represents both our tradition and our future and is where both Lavazza and the first Italian espresso coffee in history were born.”*

**About Lavazza Group**

Lavazza, founded in Turin in 1895, has been owned by the Lavazza family for four generations. As one of the world's most important coffee roasters, the Group now operates in more than 140 countries through its subsidiaries and distributors, with 70%of turnover generated on international markets. Lavazza employs a total of over 4,000 people and in 2019 generated sales of € 2.2 billion. Companies that form part of the Lavazza Group include France’s Carte Noire and ESP (acquired in 2016 and 2017 respectively), Denmark’s Merrild (2015), North America’s Kicking Horse Coffee (2017), Italy’s Nims (2017), and the business of Australia’s Blue Pod Coffee Co (2018). At the end of 2018, following an acquisition, the Lavazza Professional Business Unit was created, which includes the Office Coffee Service (OCS) and Vending systems Flavia and Klix.

**For further information**

[lavazzacoordinationhub@bcw-global.com](mailto:lavazzacoordinationhub@bcw-global.com)