



TORINO, ITALIA, 1895

LAVAZZA RELAUNCHES K-CUP® PACKS IN THE U.S.

NEW YORK - August 24, 2017 – Lavazza, the family-owned and operated global Italian coffee company, announced today the relaunch of K-Cup® Packs in the U.S. The K-Cup® Packs are available in four of Lavazza’s signature blends – Classico, Gran Aroma, Gran Selezione and Perfetto – consisting of beans from carefully selected origins. Each of Lavazza’s signature coffees are blended and roasted through a dedicated process to create a perfectly balanced coffee, with a distinctive flavor, aroma and body.

“For more than 120 years, the Lavazza family has been innovating and perfecting coffee,” said Davide Riboni, CEO & Executive Vice President of Lavazza North America. “Our goal is to introduce our premium Italian coffees to a broader audience across whichever brewing equipment they use no matter where they are – at home, in restaurant, bars and cafeterias or in the office - , and that includes Single Serve machines. Lavazza’s K-Cup® range offers the perfect cup for all tastes, from medium to espresso roasts. The K-Cup® Pods bring the taste of Italy to the U.S., one cup at a time.”

Lavazza blends available for the Keurig® hot brewing system include:

- **Classico:** Medium roast, rich and full-bodied, with hints of dried fruit.
- **Gran Aroma:** Medium roast, smooth and aromatic, with citrusy notes.
- **Gran Selezione:** Dark roast, intense and chocolatey. 100 percent sustainably grown coffee that comes exclusively from Rainforest Alliance™ certified farms.
- **Perfetto:** Espresso roast, dark and velvety with a lingering caramel finish. Dedicated to espresso lovers.

The K-Cup® Packs are available in 10- and 16-count boxes, \$9.99 and \$11.99, respectively. Lavazza packs are sold at grocery retailers nationwide and online at shoplavazza.com and Keurig.com.

Lavazza coffee is a global industry leader, offering authentic Italian ground, whole bean, single serve and espresso coffee. Lavazza has been family owned and operated for four generations and continues to channel the vision of Luigi Lavazza, who pioneered the art of coffee blending in 1895.

For additional information:

Andrew Bard, Burson-Marsteller

O: 212-614-5274

M: 646-525-5517

Andrew.Bard@bm.com

About Lavazza

Established in 1895 in Turin, the Italian roaster 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, exporting 60% of its production. Lavazza employs a total of about 3,000 people with a turnover of more than €1.9 billion in 2016. Lavazza’s Founder invented the concept of coffee blending —in other words, the art of



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combining different types of coffee from different geographical areas — in its early years and this continues to be a distinctive feature of most of its products.

The company also has over 25 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, the Peggy Guggenheim Collection Venice, and The Hermitage State Museum in St. Petersburg, Russia.

Lavazza is the official food and beverage sponsor of the U.S. Open. The worlds of coffee and tennis share values such as tradition, ritual, international appeal and social interaction.

For more information: www.Lavazza.us.

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