



## LAVAZZA STRIKES ANOTHER WINNING SERVE WITH THE CHAMPIONSHIPS, WIMBLEDON, IN THREE-YEAR DEAL

*As the Official Coffee of The Championships for the seventh year, Lavazza is set to host tennis star and Global Ambassador, Andre Agassi, at this year's Grand Slam tournament*

**London, UK (June 2017)** – Leading global coffee company, Lavazza, today announced a new three-year deal with The Championships, Wimbledon, securing its position as the Official Coffee of The Championships, Wimbledon. The partnership, which first began in 2011, has gone from strength-to-strength since that time, and will now run until 2019.

To mark the occasion, Lavazza will welcome this year's Global Ambassador to The Championships: tennis legend Andre Agassi. Celebrating 25 years since winning his first Grand Slam title at Wimbledon in 1992, Agassi will once again be welcomed back to the All England Club. "Wimbledon," he once famously declared, "is the place where magic can happen".

Lavazza Vice Chairman, Marco Lavazza, comments: *"Lavazza is thrilled to be continuing the relationship with The Championships, Wimbledon for the next three years, a partnership that exists from many years in one of the key markets for our business. We're proud to be part of one of the greatest tennis tournaments in the world and it gives me great delight to see the partnership go from strength-to-strength. Appointing Agassi as Global Ambassador is another milestone for us and we look forward to sharing an exciting year with one of history's greatest athletes."*

The Championships, Wimbledon, will be held from **Monday 3<sup>rd</sup> July – Sunday 16<sup>th</sup> July 2017**, and Lavazza is set to operate over 200 coffee machines at 60 service points during the Fortnight. These include 13 bars and restaurants, corporate hospitality areas, the media work room, as well as areas reserved for players and match officials. Up to **one million cups of authentic Italian coffee are expected to be served** to this year's tennis-loving crowds, both inside Wimbledon's prestigious Grounds and outside at Britain's most famous Queue where spectators eagerly await entry.

AELTC Media and Commercial Director, Mick Desmond, comments: "The All England Lawn Tennis Club is delighted Lavazza will continue as Official Coffee of The Championships for a further three years. We are also pleased to see former Wimbledon champion Andre Agassi return to the All England Club as Global Ambassador for Lavazza."

Over the years, many champions and experts have worked with Lavazza in an ambassadorial capacity, from Pat Cash and Goran Ivanisevic to Caroline Wozniacki and Thanasi Kokkinakis. This year is no exception as the great Andre Agassi joins Lavazza as Global Ambassador across all four Grand Slam tournaments, as the face of everything the company does with tennis.



Agassi's many credentials include winning 60 titles on the ATP World Tour, including eight Grand Slam singles titles, and claiming the world No.1 ranking six times – a nice match for Lavazza, as one of the world's most important roasters serving Italian excellence in over ninety countries around the world, with a rich heritage of innovation and excellence. **A renowned coffee lover, Agassi states: “The first thing I do in the morning is drink a cup of black coffee, which helps me get the day off to a good start. In my autobiography, I write about my life-long love for coffee, so it is a natural fit for me to be partnering with Lavazza, a company that has been at the forefront of the industry from day one. Lavazza not only invented the coffee blend more than 120 years ago, but also works with passion to make the best quality and authentic Italian coffee I have known and loved for decades.”**

Cementing the company's global commitment to tennis, Lavazza maintains its position as the world's only food and beverage brand to partner with all four Grand Slam tournaments – for the second year running – serving Italy's best-selling coffee to more than three million tennis lovers at the prestigious Roland Garros, US Open and Australian Open tournaments, in addition to The Championships, Wimbledon.

#### **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 invented the concept of blending — or in other words the art of 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.*