



## LAVAZZA COFFEE AT THE OSCARS OF HAUTE CUISINE

***Massimo Bottura, Lavazza's brand ambassador since 2013, is awarded the top prize at the World's 50 Best Restaurants Awards in Bilbao for his acclaimed restaurant Osteria Francescana***

***Lavazza is once again the official coffee of the World's 50 Best Restaurants Awards and is confirmed as the coffee of choice at the best places to dine***

**Bilbao, Spain / Turin, Italy (June 20<sup>th</sup>, 2018)** – Massimo Bottura and Lavazza celebrate Osteria Francescana's first place ranking at the World's 50 Best Restaurants Awards 2018, which took place last night in Bilbao, Spain. Lavazza has collaborated with Massimo Bottura for a number of years who, with his three Michelin stars and his worldwide acclaim, is among the chefs who have decided to share their creative vision with the brand to develop new ways of understanding coffee, ultimately recognizing the quality of Lavazza product offerings. Moreover, **Massimo Bottura is one of the protagonists of the 2018 Lavazza Calendar**, the first global artistic megaphone for the 17 Sustainable Development Goals defined by the United Nations to be achieved by 2030. A call to action that the chef embraced as represented by his non-profit organization *Food for Soul*, aimed at ending food waste.

In Bilbao, Lavazza was partner of the **sixteenth edition of the World's 50 Best Restaurants Awards**, of which it has been official coffee since 2012. This further strengthens the brand's solid ties with Top Gastronomy, which has driven the development of a new way of thinking about coffee, from the perspective of quality, innovation and excellence. The celebrated international event in the world of haute cuisine awarded prizes to Lavazza's chef ambassadors Virgilio Martinez, Albert Adrià, Enrico Crippa, aside from Massimo Bottura, testifying to the brand's ability to keep abreast of new trends in the world of fine gastronomy. The coffee offered to guests at the event, which was held from June 16 to 20, was **Kafa special edition**, featured in exclusive coffee experiences like the *Caipimoka*, a cocktail based on Lavazza espresso coffee, fresh basil, Elit® vodka, lemon and San Pellegrino. The origins of this quest for innovation and perfection date back to 1996, when the company began working with Slow Food in a partnership that has led to the creation of a master's course in coffee in the framework of the Pollenzo University of Gastronomic Sciences, organized at the main site of the Lavazza Training Center. Over the years, the brand has consolidated its role in the world of Top Gastronomy by working with some of the biggest names on the international fine food scene, like Ferran Adrià, Carlo Cracco, Massimo Bottura and many more. The visionary outlook of these great chefs, combined with Lavazza's deep understanding of the product, elicits edgy interpretations of coffee that go beyond taste and engage all the senses, without ever losing sight of the quality of the raw material.

The company has a tradition of bringing the aroma of its blends and exclusive single-origin coffees, like Kafa special edition, to leading gastronomic events, offering taste experiences that are always new and original. The featured coffee at the World's 50 Best Restaurants, Kafa comes from the heart of the Ethiopian forest, where it grows in the wild with minimal help from man. This exclusive 100% arabica



TORINO, ITALIA, 1895

single-origin coffee of the very highest quality takes coffee-lovers on a unique sensory journey, with the help of its distinctive structure and a bouquet of aromas and fragrances featuring intense floral accents.

#### **About Lavazza Group**

*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 63% of its production. Lavazza employs a total of about 3,000 people with a turnover of more than €2.0 billion in 2017. 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.*

*As the company continues on a strategic globalization path, the Lavazza Group has acquired local jewels in key markets such as France's Carte Noire (2016), Denmark's Merrild (2015) and North America's Kicking Horse Coffee (2017). Additionally, in 2017 the Group amplified its distribution reach with the acquisition of France's Espresso Service Proximité and Italy's Nims.*