



Prontissimo! from Lavazza at the Breakfast Run 2017 stages

09-05-2017 • Events and sponsorships

The pleasure of a good coffee can also be enjoyed “on the go”, which is why Lavazza will be there with Prontissimo! at the Trento stage of the Breakfast Run scheduled on 20th May. The most colourful morning race of the moment will also pull into Trento and all participants, as lovers of an active lifestyle, will enjoy the incredible taste experience of Lavazza's first Premium instant coffee.

Created from the combination of selected raw materials and advanced processing and transformation technologies, Prontissimo! is characterised by an extraordinary blend of 100% Arabica enriched with 10% of finely roasted and ground coffee. Available in two special versions - Classico, a soft and well-balanced blend with delicate hints of caramel, and Intenso, a strong and full-bodied blend, with strong notes of roasted coffee – Prontissimo! combines ease of preparation with the perfect expression of taste and fragrance.

The innovative product Prontissimo! has four specific phases:

The high-quality Arabica coffee blend is roasted until it reaches its ideal aromatic profile. The beans are then ground, and infused with hot water to produce a liquid coffee extract.

Through a modern and natural technological process that involves the controlled application of heat, the coffee is concentrated while, very delicately, its aromatic properties are kept intact.

At this point, to make Prontissimo! even more aromatic and fragrant, 10% Arabica coffee, which has been roasted and finely ground, is added to the liquid coffee.



The water still contained in the extract enriched with ground coffee is then evaporated slowly using modern drying technology. This then turns the liquid coffee into flakes of instant coffee using a long and delicate process called “freeze-drying”, which produces a naturally richer and fragrant instant coffee, thanks to the grounds it contains.