



TORINO, ITALIA, 1895

PRESS RELEASE

## LAVAZZA SCORES THE PERFECT MATCH

THE AUTHENTIC GLOBAL ITALIAN FAMILY COFFEE COMPANY TO SERVE EXCLUSIVELY AT  
ARSENAL AND LIVERPOOL FOOTBALL CLUB

**LONDON, 30 October 2018** - The Lavazza Group today announced two new local UK partnership signings, becoming the official coffee partner for both Arsenal and Liverpool Football Clubs. The new partnerships will unite the excellence of authentic Italian coffee with that of English top flight football.

Over the coming three years, Lavazza will be the exclusive coffee supplier at both Emirates and Anfield Stadium. Lavazza's product offering will include its new sustainable coffee blend for the food service segment, iTierra! Colombia, which will be available at c.150 boxes. This will be coupled with the premium single origin Kafa Forest Coffee which will be served in all VIP/player lounges and key points of sale within the stadiums.

The family company has a long heritage of offering top-quality Italian coffee since its founding in Turin in 1895 – not long after the creation of both clubs: Arsenal FC in 1886 and Liverpool FC in 1892. Just as Lavazza combines its heritage, tradition and passion to create superior coffee experiences, Arsenal FC and Liverpool FC draw on these shared values to create outstanding results on the pitch.

**Carlo Colpo, Lavazza Global Head of Marketing Communication**, stated: *“As part of our marketing strategy we are delighted to partner locally with Arsenal and Liverpool, two English top flight teams ranked among the ‘Top 20 most valuable sports brands’ in the world (Powa Index 2018). Two teams that share with Lavazza the same passion for excellence, innovation and tradition.”* He added, *“These multi-faceted partnerships will see select players from both clubs as protagonists of [localised versions](#) of the new Lavazza global advertising campaign, which will be premiered first in the UK market at the end of November.”*

**David Rogers, Lavazza UK Managing Director**, comments: *“At Lavazza UK, we are immensely proud to be further strengthening our presence in the United Kingdom through new partnerships with two of English football's greatest teams. It is a move that allows us to reach consumers with our authentic Italian coffee experiences not only first-hand in the stadiums, but also through a multitude of other touchpoints year-round, potentially reaching tens of millions of fans.”*



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Lavazza has long been associated with the most prestigious sporting events. On a global level, the brand serves as the only food and beverage brand sponsor of all four tennis Grand Slams, which includes Wimbledon. Lavazza also partners in local markets with other premium events such as Royal Ascot (UK), the Mercedes Cup (Germany), and CHIO Aachen (Germany). Previous sports partnerships include the FIFA World Cup France 1998, the Italian Open (Golf) 2013 and 2014, and the World Ski Cup 1987 and 1989.

#### **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 (2015), 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.*

#### **About Arsenal Football Club**

*Arsenal is one of the leading clubs in world football with a strong heritage of success, progressive thinking and financial stability.*

*The club was founded in 1886 in Woolwich, south London, before moving to Highbury in north London in 1913. We moved to Emirates Stadium in 2006.*

*Arsenal has an impressive roll of honour: English League Champions 13 times, FA Cup winners a record 13 times, League Cup winners twice and European Cup Winners' Cup (1994) and European Fairs Cup (1970) winners once.*

*In addition, Arsenal Women are the most successful English club in women's football. They celebrated their 30th season last year.*

*The Arsenal Foundation uses the power of football and the Arsenal name to inspire and support young people in north London and across the globe. The Arsenal Foundation raises funds each year and works with a number of key partners including Save The Children, Islington Giving, Willow and the Gunners' Fund. Locally, Arsenal in the Community has delivered programmes to drive positive social outcomes for more than 30 years.*

*For further information please visit [www.arsenal.com](http://www.arsenal.com)*

#### **About Liverpool Football Club**

*Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields*

# LAVAZZA

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*As a socially responsible Club, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation. By delivering a range of award-winning programmes, the Foundation motivates and inspires children and adults, both at home and overseas, using football and the power of the Liverpool FC badge. Its contribution has been recognised by the award of a Community Mark from Business In The Community.*

*Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.*