

A stylized graphic of the Lavazza logo, which is a large, elegant 'S' shape formed by a network of white dots connected by thin lines. The graphic is set against a dark blue background filled with numerous small white stars, resembling a night sky or a star map. A bright, multi-pointed starburst is visible on the left side of the 'S' shape.

LAVAZZA

TORINO, ITALIA, 1895

GIUSEPPE LAVAZZA

VICE-CHAIRMAN









WHO
WE
ARE

A PRIVATELY-OWNED
FAMILY BUSINESS

A WORLD-LEADING
SINGLE-PRODUCT
COFFEE COMPANY

SERVING
>27 BILLION CUPS
WORLDWIDE EVERY YEAR

COVERING **ALL**
CONSUMPTION
MODES



...AND **OCCASIONS**

A woman with curly brown hair, wearing a dark blue top, is smiling and pouring coffee from a silver pot into a white cup. A man with a beard, wearing a light blue shirt, is in the foreground, looking towards her. The scene is set in a bright, airy room with white curtains. On the table, there is a white cup, a glass of orange juice, and some papers.

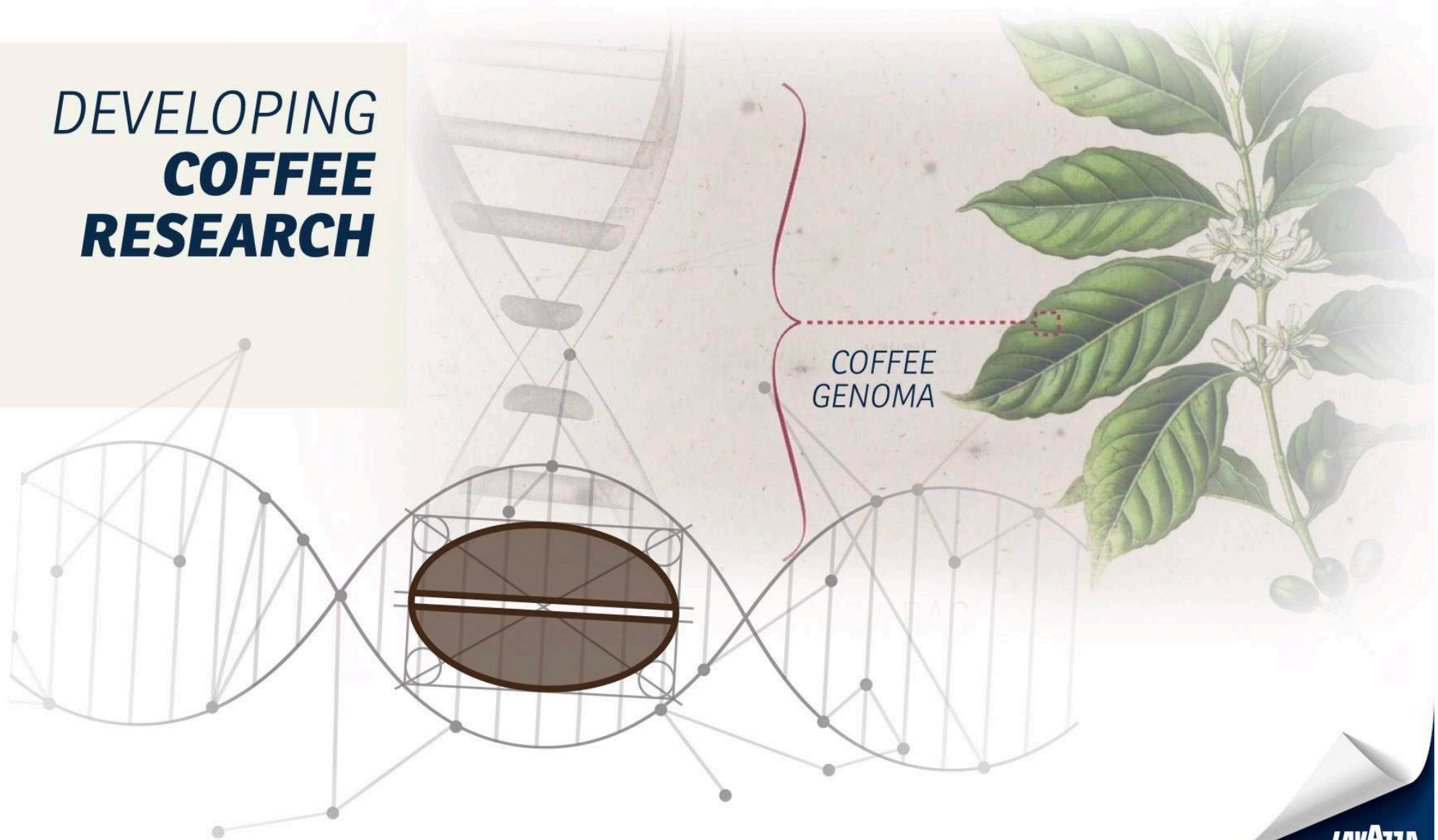
PROMOTING
THE **CULTURE**
OF **COFFEE**

PROVIDING
COFFEE
TRAINING

DEVELOPING **COFFEE** **RESEARCH**



DEVELOPING **COFFEE** **RESEARCH**



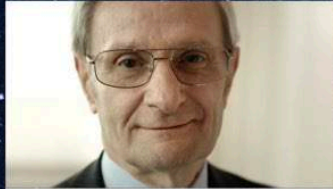


PURSUING
COFFEE
PERFECTION

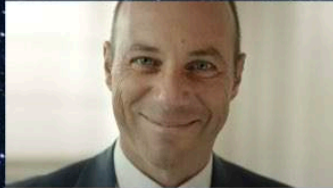
LAVAZZA
TORINO, ITALIA, 1895

GROUP GOVERNANCE

LAVAZZA BOARD



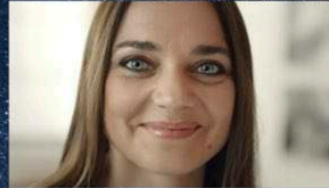
ALBERTO LAVAZZA
CHAIRMAN



GIUSEPPE LAVAZZA
VICE CHAIRMAN



MARCO LAVAZZA
VICE CHAIRMAN



FRANCESCA LAVAZZA
BOARD MEMBER



ANTONELLA LAVAZZA
BOARD MEMBER



MANUELA LAVAZZA
BOARD MEMBER



**GABRIELE
GALATERI DI GENOLA**
CHAIRMAN
GENERALI ASSICURAZIONI



**PIETRO
BOROLI**
CHAIRMAN
DE AGOSTINI EDITORE



**ANTONIO
BARAVALLE**
CEO



**ANTONIO
MARCEGAGLIA**
CEO
GRUPPO MARCEGAGLIA



**ROBERT
KUNZE-CONCEWITZ**
CEO
GRUPPO CAMPARI



ANTONIO BARAVALLE
CEO

MANAGEMENT TEAM

INSTITUTIONAL RELATIONS
& SUSTAINABILITY
M. CERUTTI

LAVAZZA

QUALITY
G. RUGGIERI

FCA
FIAT CHRYSLER AUTOMOBILES

GLOBAL PUBLIC RELATIONS
& EVENTS
A. BIANCO

LAVAZZA

LEGAL
S. MUSSO

LAVAZZA

OPERATION
E. QUAGLIARINI



FOOD, PACKAGING &
SYSTEMS R&D
F. FERRARI



PURCHASING
F. MORRA



MARKETING
S. CRAVERO



COMMERCIAL
M. MANTOVANI



FINANCE
A. BARAVALLE (INTERIM)

PROGRAM MANAGEMENT
OFFICE
M. VIRANO



HR, PROPERTIES &
FACILITIES
E. CONTINI



COFFEE MACHINES
DEVELOP. & PROD.
F. SCALTRITTI





COMPANY VALUES

PASSION FOR EXCELLENCE

TEAM SPIRIT

GRATEFULNESS

TRANSPARENCY

INTEGRITY AND
FORESIGHTEDNESS

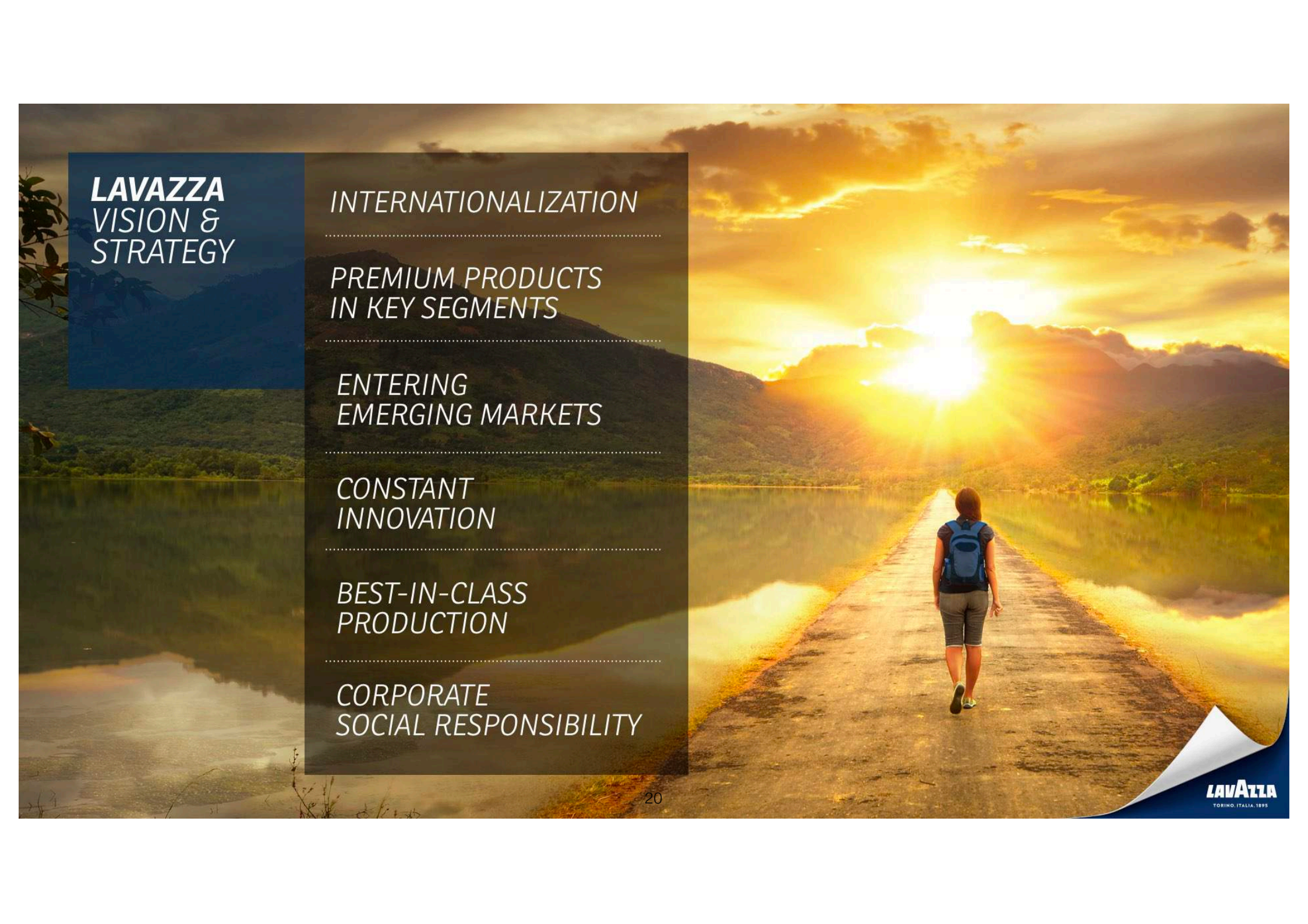
MANAGEMENT
PILLARS

ACCOUNTABILITY

INNOVATION

INTEGRATION

LEADING PEOPLE

A person with a backpack is walking away from the viewer on a dirt path that stretches towards a bright sunset over a calm lake. The sun is low on the horizon, creating a strong golden glow and reflecting on the water. The sky is filled with soft, golden clouds. The overall mood is peaceful and aspirational.

LAVAZZA VISION & STRATEGY

INTERNATIONALIZATION

PREMIUM PRODUCTS
IN KEY SEGMENTS

ENTERING
EMERGING MARKETS

CONSTANT
INNOVATION

BEST-IN-CLASS
PRODUCTION

CORPORATE
SOCIAL RESPONSIBILITY

LAVAZZA
TORINO, ITALIA, 1895



LAVAZZA
PROFESSIONAL

LAVAZZA
TORINO, ITALIA, 1895

1,4bn
US\$



2014

● ITALY
● OUT OF ITALY



OUT OF ITALY
~52%

1,4bn
US\$



2014

+12.5%
2014-2019 CAGR

+5.1%
ORGANIC GROWTH ONLY

● ITALY
● OUT OF ITALY



OUT OF ITALY
~70%

2,5bn
US\$



2019 BUDGET

1,4bn
US\$

2014

+12.5%
2014-2019 CAGR

+5.1%
ORGANIC GROWTH ONLY



OUT OF ITALY
~70%

2,5bn
US\$

2019 BUDGET



LAVAZZA

TORINO, ITALIA, 1895