



Lavazza Launches New Lavazza Eco Caps for a 100% Compostable Taste Experience

A zero-waste way to enjoy coffee, without compromising on taste or quality



November 2019, London, UK: Sustainability is a hot topic on the news agenda, with over half of consumers willing to change their daily habits in order to have a more positive effect on the environment. This is leading consumers to seek alternatives from their favourite brands to enable them to counteract waste at home. From their cleaning products and their clothes, right through to their food and drink, consumers are more conscious than ever of how their everyday choices impact the environment

According to research by Lavazza, more than a third of people in the UK admit to throwing their used coffee capsules into the bin because they don't know how to properly dispose of them. Consumers today are confused about what can and cannot be recycled, with 72% admitting to feeling overwhelmed when attempting to understand the various recycling symbols.

More than half (53%) of consumers think we should be recycling more and with the launch of Lavazza's 100% industrially compostable coffee capsules, Brits can now enjoy their daily coffee more responsibly. When Lavazza Eco Caps are correctly disposed of* they biodegrade to become nutrient-rich compost.

Available to buy across the UK from November 2019, Lavazza Eco Caps enable coffee lovers to enjoy the finest espresso at home, applying the zero-waste principle of the circular economy (where nothing is waste but becomes a new resource) to the benefit of the environment, without compromising on taste or quality. Furthermore, unlike other compostable capsules on the market, Lavazza Eco Caps retain their distinctive aroma for longer, thanks to the innovative, "aroma safe" technology, which keeps each capsule fresh for up to 18 months.

Lavazza is aiming to replace its entire range of at home capsules with these new 100% industrially compostable capsules by the end of the year.

*"For Lavazza Group, sustainability is fully integrated in the business strategy," said **David Rogers, UK Managing Director of Lavazza**. "The new Lavazza Eco Caps replace the entire range of capsules for home consumption in UK, without any price difference. The Company is a firm believer in this major investment, which confirms our commitment to excellence, quality and sustainable development".*

Better still, to counteract consumer confusion about how coffee capsules can be recycled and to make the disposal of its 100% industrially compostable capsules more convenient for consumers, Lavazza is partnering with recycling experts, TerraCycle. This has led to the launch of the Lavazza Eco Caps Composting Programme, a free nationwide composting solution for used coffee capsules in the UK.

As part of this partnership, a network of public access coffee capsule drop-off points will be set-up around the UK, enabling consumers to conveniently dispose of their capsules. The drop-off points will be easy to find via the interactive map on the TerraCycle website. Each drop-off point will earn TerraCycle points based on the amount of capsules that are deposited, which can be redeemed as a monetary donation to the charity or non-profit organisation of their choice. Consumers can get involved by either registering to be in charge of one of the drop-off points or can support their local point by dropping off their used capsules responsibly.

Laure Cucuron, General Manager, TerraCycle Europe said: *"Currently there is limited availability across the UK in terms of the industrial composting facilities needed to compost many products. So we are delighted to partner with Lavazza to provide consumers a simple yet effective way to ensure that the new Lavazza Eco Caps are composted correctly. Simply find your nearest public access drop-off location using the interactive map on the TerraCycle website, drop off the Eco Caps during the designated hours and rest safe in the knowledge that they will be industrially composted. The resulting material is given a second life as useful nutrient rich compost which compliments crop growth."*

For more information, to find your nearest public access drop-off location or to register your interest in setting up a Lavazza Eco Caps Composting Programme public location for your own community, go to www.terracycle.co.uk. You can also visit www.lavazza.co.uk for more information on the Lavazza Eco Caps range.

The new Lavazza Eco Caps are available in seven taste profiles: Passionale, Qualita Rossa, Lungo Dolce, Tierra Organic, Intenso, Delizioso and Dek Cremoso

The Lavazza A Modo Mio Eco Caps range, compatible with all Lavazza A Modo Mio machines, will be available to buy at an RRP of £4.40 from November 2019.

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* if local rules allow for it, used capsules shall be thrown in the food waste bin. The food waste bin is sent for industrial composting. Always check your local council's rules for disposal: there could be limitations on the type of products composters may process.

Notes to editor:

Consumer research was conducted by OnePoll surveying 2,000 adults (18+) from 15th to 18th October 2019

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About Lavazza Group

Established in 1895 in Turin, the Italian coffee company has been owned by the Lavazza family for four generations. Among the world's most important roasters, the Group currently operates in more than 140 countries through subsidiaries and distributors, with 64% of revenues coming from markets outside

of Italy. Lavazza employs a total of over 4,000 people with a turnover of € 1.87 billion in 2018. [In its financial statements at 31/12/2018, for the first time Lavazza Group has stated its income and equity values according to international accounting standards (IFRS)].

Lavazza, one of the world's 100 most reputable brands according to the Reputation Institute, is now the ninth business globally for Corporate Responsibility in the 2019 Global CR RepTrak ranking, taking the top spot in the Food & Beverage sector, and the Italian business community. Lavazza created the concept of blending — or in other words the art of combining different types of coffee from different geographic areas — and this continues to be a distinctive feature of most of its products. The company also has 30 years' experience in the 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 the fields of art and culture with prestigious museums like New York's Guggenheim Museum, St. Petersburg's Hermitage State Museum and Melbourne's National Gallery of Victoria.

Companies that form part of the Lavazza Group include France's Carte Noire and ESP (acquired in 2016 and 2017 respectively), Denmark's Merrild (2015), North America's Kicking Horse Coffee (2017), Italy's Nims (2017), and the business of Australia's Blue Pod Coffee Co (2018). At the end of 2018, following an acquisition, the Lavazza Professional Business Unit was created, which includes the leading Office Coffee Service (OCS) and Vending systems Flavia and Klix.

About TerraCycle

Founded in 2001, TerraCycle (www.terracycle.com) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over one hundred major brands in twenty-one countries across the globe to collect used packaging and products that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's National recycling programmes, which are free fundraisers that pay schools, charities and non-profits for every piece of waste they collect and return.

TerraCycle launched in the UK (www.terracycle.co.uk) in September 2009 (its first market in Europe) and today operates in 12 European markets (UK, ROI, France, Germany, Netherlands, Belgium, Spain, Switzerland, Austria, Norway, Sweden and Denmark). In the UK TerraCycle currently runs collection programmes for Lavazza Eco Caps, cracker and biscuit wrappers, crisp packets, nuts, popcorn and pretzel packets, confectionery wrappers, contact lenses, baby food pouches, Pringles cans, bread packaging, writing instruments, disposable gloves, pet food packaging, air, home and laundry care waste, hand soap pumps and refill pouches, plastic ring carriers (hi-cones), toothbrushes and toothpaste tubes, Aqua Optima water filters, personal care and beauty products / packaging, Tassimo & L'OR coffee pod / TDISC waste and cigarette waste. Currently more than 5,098,000 individuals and organisations across the UK have signed up to collect, which to date has diverted over 84 million items of packaging waste from landfill while earning over £987,000 for schools, charities and non-profit organisations.

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