

Andrea Chiaramello - Lavazza Vice President Sales Canada

Bio Notes



Born and raised in Turin, Italy, hometown of Lavazza

Coffee addict since decades, after spending most of his working life as

export manager, specializing in route to market projects, bringing

Italian products into international markets (Europe, North & Sud

America, Asia, Middle East) Andrea joined Lavazza and moved to

Toronto in 2017 leading the Canadian operations across all channels

A FAMILY-OWNED COMPANY WITH OVER 120 YEARS OF HISTORY.

FOUNDED BY LUIGI LAVAZZA IN 1895 IN TURIN, WHERE HE HAD ARRIVED A FEW YEARS BEFORE THANKS TO A 50 LIRE PROMISSORY NOTE.



WHO WE ARE

LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA IS A PREMIUM PURE COFFEE COMPANY

THE LAVAZZA GROUP IS A MULTINATIONAL CORPORATION FOUNDED IN ITALY, WHICH ONLY COMPETES IN THE COFFEE MARKET

BESIDE THE LAVAZZA BRAND, THE GROUP INCLUDES **CARTE NOIRE**, **MERRILD** AND **KICKING HORSE COFFEE** — ALL LEADING BRANDS IN THEIR RESPECTIVE MARKETS — AND ENTERPRISES OPERATING IN THE B2B MARKET



OPERATING IN OVER 90 COUNTRIES

Through direct subsidiaries in...



MORE THAN 30 BILLION CUPS A YEAR

REVENUE 2.2 B€

+9.3%

RISE IN TURNOVER

64%

AND A WIDE DISTRIBUTION NETWORK APPROX. 4,000 EMPLOYEES



OUT OF ITALY RATE