

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 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



MORE THAN
30 BILLION CUPS A YEAR

Through direct subsidiaries in...



REVENUE **2.2 B€**

RISE IN TURNOVER **+9.3%**

AND A WIDE DISTRIBUTION NETWORK
APPROX. **4,000** EMPLOYEES



OUT OF ITALY RATE **64%**