

# A taste of Italy

Lavazza is a family-run company that puts its reputation into all the coffee products it makes

by ANNIE MAKOFF



**W**hat's your go-to coffee? A frothy cappuccino? A cup from a French press before you start your day? An espresso in the afternoon? Lavazza, a fourth-generation, family-run Costco coffee supplier, has created a line of quality coffees so you can make it however you like. "In Italy, coffee is an important moment," says Tony Botterill, Lavazza's national account manager. "It's a moment to enjoy with others or on your own."

## More than a century of experience

Lavazza's sole focus is on coffee. The brand lives and breathes this beloved drink, and it's been that way ever since the young Luigi Lavazza sought his fortune in Turin, Italy, in the late 1800s. The company began when he transformed his first grocery store business, Paissa & Olivero, into a coffee roaster.

More than 120 years later, the brand is thriving. It's Italy's bestselling coffee brand. It is No 1 in the world for espresso, sold in 90 different countries, with 64% of its revenue from outside Italy. As of 2019, Lavazza is the third-largest coffee supplier within the UK market.

Close family involvement makes the company what it is. Luigi's descendants still play a key role in the company, including Alberto (chairman), Giuseppe, Francesca, Marco and Antonella Lavazza.

"The family are still a big part of the

company," says Jeff Beedie, head of category and channel development at Lavazza UK and Ireland. "So much so that whenever a new product is developed, it can't be released to the market until someone from the family has tasted and approved the new blend."

## Great products, made responsibly

The company ethos—to create coffee blends customers love—hasn't changed since 1895, but its worldview has: looking after its coffee-growing communities has become increasingly important.

In particular, a significant proportion of Lavazza coffees are 100% Rainforest Alliance Certified, meaning that their coffee plantations are supported by the alliance to improve crop quality and yield without affecting the rainforest. In addition, Lavazza works with coffee farmers to improve the livelihood and wellbeing of coffee-growing communities, and the Lavazza Foundation, set up in 2004, currently funds 24 projects in 17 countries, which helps over 94,000 coffee producers improve crop yield and quality.

"We really do live and breathe our values," says Botterill. He says the family's passion for the product and the growers makes the coffee-drinking experience special for its customers. ■

Annie Makoff is a freelance journalist based in Rochester, Kent.

## COMPANY INFO

**Company**  
Lavazza Coffee  
**Year founded** 1895  
**Founder** Luigi Lavazza  
**Current chairman**  
Alberto Lavazza

**Website** [lavazza.co.uk](http://lavazza.co.uk)

**Location** Turin, Italy

**Items carried at Costco**  
Lavazza Qualità Rossa Ground Coffee 500g (Item #100649), Lavazza Qualità Rossa Coffee Beans (Item #139465)

**Quote about Costco**  
"Costco's members are always at the heart of what it does, which is very important to us. Members can enjoy some of our best products at competitive prices."—Tony Botterill, Lavazza's national account manager

