

LAVAZZA

ITALY'S FAVOURITE COFFEE

Market

Lavazza as the greatest world producer of espresso coffee is a synonym for quality. Certificate ISO 9001 testifies of a constant in quality and is a guarantee as the top product. Lavazza is and continues in 100% ownership of the Lavazza family which is a family occupation that has expanded in 100 years of tradition. Today the Lavazza family is present in more than 80 world countries, numbering more than 2000 employees and 14 billion cups of coffee served a year. Help in selecting coffee types, direct delivery, and controlling espresso machines are a part of joining Lavazza's every day services, with quality of the highest level.

Achievements

Lavazza has thanks to its quality become the world renowned brand, as a result by opening 8 of the largest branches in the whole world, in Australia, France, Germany, Great Britain, Spain, the United States of America, Portugal, and Brazil. In the world yearly imports 2,300,000 bags (packed by 60 kg) Lavazza coffee, is one of the most sought for coffees on the European and world markets. A true admirer of coffee looks for a place where they can drink Lavazza, because they want to enjoy in the great taste of a real Italian espresso. However, many consumers don't know that Lavazza's assortments offer coffee for households, the Espresso Point System makes it possible for them to enjoy a perfect espresso right at home or in the office. The System contains a compact espresso machine which is fast and easy to use.

History

The adventure of the entrepreneur Luigi Lavazza began long ago in 1885 in the small "Drug aria Lavazza" in the heart of old Torino Italy. He led the adventure from generation to generation, through both world wars, recessions and all social changes until today, when Lavazza has become a powerful international brand which the world knows with tradition of drinking the finest Italian espresso.



LAVAZZA CALENDAR 2008

In the year 1910 "Drug aria Lavazza" focused only on production and sales of coffee that Luigi Lavazza created the first coffee mix with the idea for the market. That same year Lavazza became the best Italian importer and coffee baker. Through the years Lavazza continued to progress that in 1927 became a proprietary company, when Luigi Lavazza relinquished work to his own sons so that it would continue as a family traditional business. 30 years later, to adapt to the rapid expansion and increase of the business, he bought on the Corso Novar in Torino, as the main establishment of Lavazza.

In the year 1979 was established the Luigi Lavazza Center which in time will be outgrown as the Lavazza Training Center.

Product

The main goal of the Lavazza family was to bring espresso to all people, and to make it possible for them to enjoy coffee not only in cafés and restaurants, but at home and at work. So in 1990 was

created and launched on to the market the first Espresso Point. Today more than 1.8 million Espresso Cappuccino and Espresso Point Systems yearly in the world are sold, from each of them are served 1.6 billion cups of coffee every year, from which 75% in Italy and 25% to the rest of the world.

The desire for constant progression in 2004 resulted in the launching of BLUE (Best Lavazza Ultimate Espresso). Blue is an international project, and truly the global Lavazza brand, prepared for presentation of the highest quality in the world.

Even though Italians are the far most loyal to espresso and have a long tradition of drinking the finest coffee, Italy is just the 10th country in consumption of baked coffee per capita in Europe.

The European top 10 per capita in consumption is taken by Finland with 11, Sweden with 10, Norway with 9.9, Denmark with 9.1, Switzerland with 7.5, Netherlands with 7.4, Austria with 7.3, Germany with 6.9, Benelux with 6.3, and Italy with 5.8. According to this information that 37.5% all earnings come from the worlds affects are very promising, and for searching to increase those numbers Lavazza has in Italy, Spain, France, Portugal and in Singapore opened a chain of cafés "Il caffè di Roma". With the goal for Lavazza coffee to become more accessible and closer to all people around the world, today the number of opened cafés has climbed to 76, and in the future that number will surely every day be larger.

Economic development, protecting the environment and inspiring individualism, as cultural differences from the beginning are constantly valuable to the Lavazza family, and for sure are the values dole to maintain, constant improvement and modernization of a 113 year tradition.

Recent Developments

The company Petrac d.o.o in 1997 started to import and to distribute Lavazza coffee in the Croatia area. The start



alone was extremely hard, the market was used to cheap and lesser quality coffee, and the company offered 40% more expensive and more professional, higher quality coffee. In the year 1998 came to a strong increase in price of raw coffee on the stock exchange, with the extra increase in costs even as an expensive brand. With those conditions the company realized how essential it is to have a level of service to offer on the market, thus focused its development in that direction. It was imperative of the company to make the goods accessible, personally be efficient and more direct, better networked to distributors, to deliver coffee at any location in Croatia. Buyers recognized quality of a brand and long-term business orientation of the company, which their number grows from day today, and most often with self initiative, being that they recognize the difference in approach, particularly that the company avoids the classic relationship "seller and buyer", but wants to have a partner relationship with the client.

In the year 2002 the company realized that it had grown to maximum capacity, and as much as it wanted to continue with this tempo of growth, must invest in a new space, new people but offer a new form of service. Beginning to arrange the space on City Vukovar Street 52, being 100% owned by the company. The idea to be closer to the center of town, in better communication with the vehicles, which is essentially important in business distribution, except for improving in a logistic meaning, to give a greater awareness to quality, through the functioning training center. From October of 2004 the company independently changed the name to Gala plus d.o.o.

In the Zagreb area and the Zagreb parish distribution is done directly, but in other parishes it is done by authorized distributors. The manner of storage, transport and speed of service makes it possible for the highest quality of coffee from the factory to the buyer.

By the beginning of 2003 the Lavazza training center in Zagreb was opened, the first of its kind in this part of Europe, and the 20th center in the world. The aim of the Lavazza training center is improving offers to bars, the culture of drinking coffee, the quality of service and the promotion of new products. By completing the course every student receives a Lavazza certificate of attending the course, with the opportunity of a new entry job on a work permit.

Today Lavazza coffee occupies 7.33% of market activity in Croatia without considering the evident success of distribution, presumed the latest complete work barely with a firm foundation, wanting to build an apt and successful company, not only to follow and conform to the demands of the market, but also to create change.

Promotion

Where glamour, mode and style reign, you can be sure that you will find Lavazza. Thanks to its calendaring and coordination with the top photographers Lavazza entered to the top of mode.

The world renowned photographers used their own ideas to tell the story, every time from another aspect about the most popular drink in the world shown in the pleasure, look and energy of Lavazza coffee. Already 15 years Lavazza with its events animated and intrigued, in coordination with the best photographers who are world renowned and celebrated names such as Newton, Von Unwerth, Scianna, Watson, Parissoto, Magnum, Erwit, Frank-Kalvar, Lachappelle, Mondion, Le Goues, Olaf...

Lavazza thought of its first logo in 1946 which with time would be modified to follow trends. In 1977 began with the Manfredi Campaign under the slogan "Coffee is pleasure, if that's not good, then what is pleasure?" The campaign lasted until 1993 when they could offer something newer and more attractive, involving tenor Luciano Pavarotti, actress Monica Vitti, cartoonist Giorgio Forattini, and actor Bud Spencer as Lavazza representatives.

Brand Values

One of the most important goals of business is to have satisfied customers absolutely in the center of interest of the company Gala plus d.o.o. Implementing methods of measuring and analyzing fulfilling customers Gala plus d.o.o follows operations for the quality control system with the intent of long term improvement of business based on the processed approach of management to the



norms of ISO 9001:2000 and system for food safety HACCP.

The politics of a quality company is orientated towards its consumers, which want quality, precise and fast service. The obligation of administration is to introduce all employees in the company with those politics and goals of the quality control system, and obligation is of all the employed by their actions constantly contribute to the improvement and enhancement of quality.

With the growth of the bulk of the business, spreading the sales network, enhancement of quality services principally reaches the correct and good choice of the work force, as in making the right decisions and directions. Therefore striving for perfection is the goal to follow the market's demands by implementing new technologies and ideas.

The reputation encourages respecting laws and regulations by that and realizations of the business' goals. The goal is to have a healthy proper brand, and all inline with significant regulations and laws of the Republic of Croatia.

The many year family tradition and acquired knowledge guarantee not only survival on the market but in expansion of business, enhancement of quality service, which is the basic goal of the company's development.

www.galaplus.hr

THINGS YOU DIDN'T KNOW ABOUT...

Lavazza

- Lavazza is 100% family owned by the Lavazza family which is already running for four generations.
- Lavazza is available in more than 80 countries of the world.
- Lavazza is consumed in 67% of all households in Italy.
- In the entire world are imported 2,300,000 bags (packaged by 60kg) of Lavazza coffee.
- Yearly 14 billion cups of Lavazza coffee are drunk.
- Lavazza daily produces 350 tons of coffee.
- Lavazza supports the project Save the children.
- Lavazza today has 40 training center around the world.

