

In Memoriam

Emilio Lavazza 1932 - 2010

Lavazza Group announced the death of Emilio Lavazza at the age of 78, on February 16.

Lavazza was an extraordinary captain of industry, the man who helped make Lavazza the iconic coffee brand that it is today.

“Mister Emilio, as we call him here, was an inspired businessman and influential executive who brought together the management of a company rich in humanity with an ambitious vision that spread the company’s name around the world,” Lavazza said.

Born in Turin in 1932, he began his career in 1955 in the family business, which was founded in 1895 by his grandfather Luigi. Emilio was appointed chief executive officer of the Company in 1971, becoming president in 1979 until 2008, when he was appointed as honorary president. He was appointed Knight of Labor of the Republic in 1991 and was awarded an honorary degree from the Faculty of Economics and Commerce of Turin in 1993.



Emilio Lavazza – “inspired businessman”

Germany

VIVA invests €50 mln

In Uphl, close to the A20 motorway in Mecklenburg-Western Pomerania, Europe’s most modern freeze-dried coffee plant is currently under construction. And this was not initiated by one of the large German coffee corporations: the €50 million (US\$67.75 million) plant is being established especially for the production of international sales brands.

By positioning itself as a ‘one-stop shop for your private label’, VIVA Coffee GmbH wishes to win commercial and industrial clients over for future label projects.

VIVA offers a full service package, beginning with product development, proceeding with cutting edge production and



VIVA offers a full service package

reaching all the way to individual packaging options and marketing support measures at the point of sale. Both the production facilities and the staff of this new provider are designed to process orders of different sizes. Small lot sizes and the especially gentle roasting procedure are equally part of VIVA’s philosophy as is the employment of experienced industry experts for the development of new products and quality assurance. Beside freeze-dried coffees, VIVA Coffee also offers agglomerated coffee, highly esteemed by consumers, spray-dried coffee and coffee specialties, with which clients can lend the market new impetus introducing innovative flavors.

The broad product range is completed by an equally varied scope of packaging. Beside modern jars and PET packaging, diverse soft pack units are on offer, reaching from portion sticks to refill.

“We’ll Consult You from the beginning,” according to Isabel Kretschmer, Viva’s marketing manager. “With our marketing and sales support, you can ensure that your ideas can be put into practice



Europe’s most modern freeze-dried coffee plant

at an attractive price. After analyzing the current state, demand is determined. Of course your own targets will be in the focus here. Which volumes, what amount of coffee sold are you expecting? Which demands regarding handling and service must be met? Besides, we provide a brand for PL customers and the expertise behind marketing it.”

Viva specializes in market and country analyses, trade marketing, point-of-sale marketing and category management. The company provides complete private label solutions from green bean to packed jars/marketing on POS. Contact VIVA Coffee directly or send your request to: sales@vivacoffee.de.

Brazil

Coffee sales up 3%

Brazilian coffee saw its share of the world market grow to 32% in 2009, according to the Council of Coffee Exporters (Cecafe).

It exported 30.3 million 60kg bags of coffee last year, an increase of 3% over 2008. However, earnings of US\$4.27 billion represented a 10% drop over the previous year.

Calling 2009’s performance “positive,” Cecafe director Guilherme Braga said the outlook for 2010 looks “encouraging.”

Cecafe estimates that Brazil will export about 30 million bags of coffee in 2010, earning the country between US\$4.6 billion to US\$4.8 billion. It added that it remained optimistic as figures indicate that the global recession “has not significantly reduced coffee consumption in key markets such as the United States, Japan and Germany.”

New appointment at Lilla

Lilla has appointed Fernando Oliveira as director of international sales.

In his new role Oliveira will lead the sales and marketing, as well as public re-