Lavazza Partners with HTM

As indicated in the last Boilerplate, HTM and Lavazza will be teaming up at Marriott Hall. A
number of readers and students have asked about Lavazza – so we thought we would provide a
little background information about this international coffee brand.

Lavazza’s story began in the Northern Italian city of Turin in 1895; a mere twenty years after Purdue
issued its first degree, a bachelor of science in chemistry. There, at No. 10 Via San Tommaso, in the
historic district of Italy’s first capital, a young chemist by the name of Luigi Lavazza opened a drug
store specializing in roasting and selling coffee. In the process he invented the concept of the
blend, the complex art of mixing coffee beans of different origins to obtain a harmonious and
flavorsome product. The company quickly grew beyond Turin and the region of Piedmont, first
throughout Italy and later Europe and the World. Today, Lavazza is the most important roaster in
Italy and reaches over 90 countries around the globe.

“Espression”

Created in 2007 by and for Lavazza, Espression is more than a coffee shop, it is a state of mind, the
embodiment of creativity and innovation reflected through its youthful and award-winning design,
which is complemented by a unique and fresh approach to coffee. Among the best known coffee
innovations is Espesso, the coffee you can eat, which was created in tandem with world-renowned
Chef Ferran Adria of El Bulli fame. It is a past pick among TIME Magazine’s “Best Inventions”. The
next generation, called “Éspessone” comes in various flavors and can be enjoyed in either the
espresso version or with Lavazza’s exclusive Italian drinking chocolate. Other delectable creations
include, in addition to the classics, many trademarked coffee creations as well as Italian artisan
gelato.
“The Art of Coffee”

Lavazza’s passion for photography is evidenced each year in the iconic calendar which was inaugurated in 1993 with the goal to transmit a renewed image of the company - prestigious, aggressive and modern, targeting young people, innovation and the future. Leibovitz, von Unwerth and McKay are some of the signatures of recent years and whose work can be admired in the Purdue Espression. In 2006, German photographer Ellen Von Unwerth created the Lavazza calendar dedicated to luxury and flight, like it used to be when the imagination was full of exotic paradises and expectations, Scottish-born Finlay McKay created an enchanted world of Queens for the 2008 edition, an homage to women and the majestic espresso experience. American Annie Leibovitz is the most famous and celebrated living photographer. Her original, witty pictures have been appearing on magazine covers for more than 30 years. In 2009 she interprets Italian style and culture, capturing among others Rome, romance and Elettra Rossellini.

“Slow Food”

The “Slow Food” movement promotes linking the pleasure of good food with a commitment to their community and the environment. Lavazza is a founding member and the company’s sustained development project in Latin America is called ¡Tierra!. A development project is sustainable when it places emphasis on three levels – economic, social, and environmental. The interaction of all three is necessary to achieve success. The objective of ¡Tierra! is to enable its beneficiaries to be involved at all levels and therefore not only touch on how coffee is processed, but also reconcile economic growth and social equilibrium. The initiative began in 2002 when Lavazza singled out
three disadvantaged communities in Honduras, Colombia and Peru. The company provided technical assistance and training to help farmers making their coffee farms more sustainable. Up until that point, many farmers had been operating without basic safety and environmental measures. For example, waste water was discharged directly into rivers and workers applied pesticides without proper protective gear. After just three years the project farms earned Rainforest Alliance certification. Other assistance by Lavazza included building classrooms, infirmaries, and setting up micro-credit banks. The products from those communities can be enjoyed at Espression or purchased for home consumption. Going forward, Lavazza has decided to expand the project into Brazil and India.

The company remains to this day family owned and has through four generations strived to unite quality, tradition and originality. For those who plan to visit Italy and Turin, No. 10 Via San Tommaso still exists. Today it is a restaurant owned by the Lavazza family. There is no need to leave home, however, for Espression provides an authentic Italian café experience right here on campus.