

## LAVAZZA A MODO MIO RANGE'S "JOLIE" AND "MilkUp" ARE AWARDED THE INTERNATIONAL RED DOT AWARD: "PRODUCT DESIGN 2017"

**Turin, Italy (3 April 2017)** – The internationally-recognized competition “Red Dot Award: Product Design”, with the help of the jury of independent experts, has named the **Lavazza A Modo Mio** products **MilkUp** and **Jolie** as the best of the year. Recognized in a competition alongside the best in the industry, these products are a **prime example** of the **new direction** for **Lavazza products, with a focus on a complete in-house design by the Lavazza design team.**

The “Red Dot” - with its origins dating back until 1955 - is organized by Design Zentrum Nordrhein Westfalen. One of the most-esteemed design competitions in the world, it is a revered international seal of outstanding design and quality.

*“These awards are the consequence of the great efforts, investments and people commitment that Lavazza has put in place in the last years to keep its strong positioning in the single serve segment, a field in which Lavazza with more than 25 years of experience in developing, producing and marketing products has been a pioneer. Thanks to their distinctiveness in terms of design, easiness of use and specific features Jolie and MilkUp represent a turning point for the A Modo Mio offer and a relaunch of the ambitions of Lavazza in the segment,”* stated **Pietro Mazzà, Head of Lavazza Home & OCS/Vending Marketing.**



**Jolie** is the smallest and quietest Lavazza A Modo Mio coffee machine to make an authentic Italian espresso. It is the result of painstaking design by a company that masters and has always disseminated the art of preparing espresso coffee. With its appealing and modern design, Jolie offers supreme elegance in a compact size and is available in four colour variants: red, white, blue and lime green.





**MilkUp** is an induction milk frother that belongs to the A Modo Mio range and the design language is composed of bold, colorful and simple elements with high-quality surfacing. The external shell of this induction-based frother has a prominent color split that puts emphasis on the button. The rear ventilation slots pick up on the horizontal theme that is so important for Lavazza products. The vessel is made from INOX and can be easily cleaned. It has an ergonomic handle, and the whisk has a dedicated storage area on top of the lid. The product was also honored in March with the iF DESIGN AWARD, a world-renowned design prize, in the “Product” discipline within the “Kitchen” category.

Furthermore, Jolie and MilkUp will be on view for one year in the Red Dot Design Museum in Essen (Germany), the largest museum for contemporary design. They will also be the present through Red Dot’s Online Presentation and in the Red Dot Design Yearbook.

The Red Dot award is such an important recognition for product design, that company decided to include the award logo on Jolie and MilkUp’s packaging as an additional communication asset on top of the digital, advertising and PR campaign prepared to support this award.

#### ***About Lavazza***

Established in Turin in 1895, Lavazza is an Italian coffee producer owned by the family of the same name for four generations. The world’s sixth ranking coffee roaster, today the Group has operations in more than 90 countries, through associated companies and distributors, and exports 53% of production. After the acquisition of Carte Noire, Lavazza employs about three thousand people and has a turnover of 1,473 million euros (2015 financial statements).

Lavazza started out life by inventing the concept of coffee blending, or the art of combining different varieties of coffee from different geographical areas, in a process that remains a feature of most of the company’s products. The company also has a tradition stretching back over 25 years in the production and marketing of portioned coffee systems and products and is Italy’s leading player in the espresso capsule system segment, with operations in all business areas: home, away from home and office, with a focus, as always, on innovative technology and consumption systems. More info at <http://www.lavazza.com.au>