



“ A world that destroys the goods
of nature is one I do not belong in.
Luigi Lavazza, Founder | 1935 ”

OUR SUSTAINABILITY STORY STARTS FROM THE GROUNDS UP

FLAVIA® is part of **Lavazza**, a family-run company that is as passionate about creating a better world as it is about delivering the *perfect drink for each moment of your workday*.

With our parent company, we work toward “**A Goal in Every Cup,**” prioritizing key sustainability initiatives during each step of the drink creation process.

At **Lavazza Professional**, we are here for people, for the planet, and for the purpose of creating the best world we can through every cup — *from origin to office, farm to cup*.



WE START AT **THE SOURCE** and take care of our farming communities

We partnered with



**WORLD COFFEE
RESEARCH**

to start the WCR Verified Certification Program in Central America—bringing scientific research to our coffee farmers to **help them grow healthy and sustainable crops.**

We work with the



**Ethical Tea
Partnership**

to sponsor Farmer Field Schools and Village Savings and Loan Associations to ensure a more **secure future for tea farming communities.**



WE THOUGHTFULLY MANUFACTURE **OUR FRESHPACKS** at our LEED Gold Certified facility

Our Freshpack is designed for high coffee extraction, so you need less coffee to make the perfect cup. Less coffee in each Freshpack means less water waste per cup. That means you get great taste, **with less of the waste.**¹



*A cup of coffee from
a FLAVIA brewer...*

=



*saves as much as
5 GALLONS OF WATER.*¹

Compared to one of the leading bean-to-cup machines, our most popular brewers use **70% LESS ENERGY** and have **55% LOWER CARBON FOOTPRINT** per cup of coffee.²



WE CARE ABOUT YOUR BUSINESS - **AND THE EARTH**

To help you create a more sustainable workplace, we've partnered with TerraCycle to give used Freshpacks a second life.



*Enjoy
beverages*



*Collect Freshpacks
and ship to
TerraCycle Center*



*Organic material
is converted
to compost*



*Plastics and foil
are returned to
raw material*



*Raw material is
converted to things
like park benches*

Sound like something you're into? Visit recycleyourfreshpacks.com

FOR MORE ABOUT OUR COMMITMENT TO SUSTAINABILITY

Visit Lavazzapro.com/Sustainability

¹ The Water Needed to Have the Dutch Drink Coffee, UNESCO-Institute for Water Education, August 2003. One cup of coffee needs about 140 liters of water (incl. rainwater, washing beans). This amount was used to assess the amount of water savings per cup of coffee because a typical cup of coffee brewed with FLAVIA Freshpack uses about 8g of coffee compared to about 13g typically recommended by leading bean-to-cup manufacturers

² FLAVIA C500 compared to the VKI Eccellenza Touch brewing 30 cups of coffee over a simulated 24 hour period of workplace consumption

