Digitalizing the pleasure of a good espresso Lavazza Coffee
WHO WE ARE
IN ADDITION TO THE LAVAZZA BRAND, THE GROUP OWNS CARTE NOIRE, MERRILD AND KICKING HORSE COFFEE, ALL LEADING BRANDS IN THEIR RESPECTIVE MARKETS, PLUS B2B OPERATORS.
Lavazza Group Highlights

- **1.87 Billion Euros***
- **+9.3%**
- **64%**

*In its financial statements at 31/12/2018, Lavazza Group has stated its income and equity values according to international accounting standards (IFRS).
SERVING MORE THAN 140 COUNTRIES

THROUGH DIRECT SUBSIDIARIES IN:

DENMARK
USA
BRAZIL
ARGENTINA
FRANCE
UK
GERMANY
SWEDEN
AUSTRIA
INDIA
AUSTRALIA

OVER 4,000 EMPLOYEES
AND A WIDE NETWORK OF DISTRIBUTORS
Today the challenge is not simply to expand abroad but to grow sustainably at a global level without diluting the value of Lavazza.
Which also means to evolve from a mono-product perception to a product-system perception.
THREE KEYWORDS
are enlightening the Lavazza’s international path to become a global cult

HERITAGE
LAVAZZA: The Italian Leader of Espresso

INNOVATION
LAVAZZA: The Italian Coffee Experience Master

CONSUMERS
Culture influences local preferences for coffee types
Consumers are continuously exploring new coffee offers
One principle along all 120 years and more:

Quality above all
A complex Environment: How to face the challenge?

Which are the main info to be managed?
Which are the key Data to be analysed?
Working on Data analytics: Main Pillars

- Quality: Good Espresso Lavazza Coffee
- Service: less concerns for our customers
- Cost: optimizing TS cost
Quality in a Cup

The 5 main flaws for quality extraction
- LIGHT CREAM
- DARK CREAM
- FAST EXTRACTION
- SLOW EXTRACTION
- COFFEE GROUNDS

What characterizes a perfect espresso?
- DISPENSING TIME
- WATERFLOW SPEED
- WASHES
- WATER TEMPERATURE
- BOILER PRESSURE
- PUMP PRESSURE

Definition of quality thresholds
An Effective Technical Service

Cleaning cycle trend

Training: 19-11-2019

Technical training on coffee quality and machine maintenance

Technical visit and repairing

Issue resolution Parameter in qualities thresholds

Customer call

Technical visit
From Reaction to Prediction: better Service and Cost Reduction
In a complex environment Data Analysis can be successful only if people change their way to work.
Sharing data can help the whole system to better understand needs and opportunities
Let’s create a new world!
Next Step: from Data Driven to AI Driven

Data-Driven Decision-making Model

- Big Data
- Summarized Data
- Human Judgment
- Business Decisions

AI-Driven Decision-making Model

- Big Data
- AI
- Business Decisions
Thank you