

At Barista Lavazza our objective is to provide an authentic Italian coffee drinking experience in a warm, friendly, no pressure environment. Barista Lavazza Sri Lanka began operations in the year 2002 as we felt the time was right for the Sri Lankan consumer to experience a café that provided a third space, away from work and home, where the guest could relax and unwind. At present Barista Lavazza has in total 8 outlets and expanding.

Lavazza traces its origins back to 1895, when Luigi Lavazza purchased a little grocery store, Paissa Olivero, in the old commercial section of Turin for 26,000 Italian Lire, about US\$ 20. In the early 1900's, he invented the concept of the blend - a complex art of mixing together coffee of different origins to obtain a distinctive taste and harmonious flavour in the cup. Before the turn of the century, the name Lavazza evolved into an international powerhouse and the unofficial ambassador of Italy, being synonymous with all things Italian - creativity, art, passion and of course, espresso.

The Barista Lavazza chain of espresso bars delivers a truly Italian coffee experience in warm, friendly and relaxed environments. It aims to provide a comfortable place for people to unwind over interesting conversations and a cup of coffee. The people who fill up Barista Lavazza consist of young adults, who are exposed to global lifestyles and appreciate the authentic flavours and tastes of coffee.

Currently there are over 200 Barista Lavazza Espresso Bars and Barista Crème Lavazza's in India, Bangladesh, Oman and the UAE.

Barista is owned by Lavazza, Italy's largest coffee company. Lavazza traces its origins back to 1895, when Luigi Lavazza purchased a little grocery store, Paissa Olivero, in the old commercial section of Turin for 26,000 Italian Lire, about US\$ 20. In the early 1900's, he invented the concept of the blend – a complex art of mixing together coffee of different origins to obtain a distinctive taste and harmonious flavour in the cup. Before the turn of the century, the name Lavazza evolved into an international powerhouse and the unofficial ambassador of Italy, being synonymous with all things Italian – creativity, art, passion and of course, espresso.

Created using only the purest raw materials, Lavazza uses the strength of its experience and advanced technological resources to successfully spread the unique and unmistakable taste of its espresso. Today, it is legendary in terms of quality and recognized the world over as the symbol of Italian espresso. It is the preferred espresso in Italy and enjoys an impressive 47% share in the Italian retail market (value, source: Nielsen). It operates in over 90 countries in the Home and Away-from-Home sectors (Foodservice, Vending and Cafes). With over 110 years of coffee heritage, Lavazza is Italy's most favourite coffee.

Product

Barista Lavazza serves a diverse range of coffees keeping in mind the tastes of discerning customers. The list includes premium international coffees from Lavazza, indulgent hot coffees with exciting flavours such as the Hazelnut Mocha and the bestselling Cappuccino Cookie n Cream, signature cold coffees such as Brrrista Blast, Swiss Mocha Frappe and Brrrista Cookie Crunch along with perennial favourites like Cappuccinos, Mochas and Lattes in a variety of serve sizes.

Besides coffee, the menu also boasts refreshing mocktails and 100% natural ice teas, freshly brewed and flavoured with natural fruit extracts. The internationally acclaimed I Piaceri del Caffè – a fine collection of Lavazza designer Italian espressos – will be in store in the future 2008.

Coffee and conversations often lead to food, which is why Barista Lavazza has a variety of eating options as well. It leverages consumer trends to launch products that are as appreciated as they are delicious. The increasing number of health and fitness addicts prompted the launch of natural foods and salads, along with fresh fruit smoothies and thirst busters for the diet conscious. The business and expatriate crowd is addressed in the form of healthy breakfast options, Quick Bites for a speedy meal on the go and premium international coffees from Lavazza. The teens that love to hang out are enticed with sinful indulgences like the ever popular Dark Temptation and Wicked Brownie along with filling sandwiches and a host of vegetarian and non-vegetarian snacks to munch on. In addition to the core menu, Barista Lavazza introduces special seasonal and occasional menus featuring innovative products like coffee cocktails with ground chocolate, cappuccinos with toasted almonds and hazelnut lattes.

Barista Lavazza also has a range of health and low calorie beverages and foods. With a range of sugar free and low fat coffees smoothies, freshly brewed ice teas and coolers flavoured with fresh fruits and fruit extracts and foods such as low fat muffins and sandwiches, with speciality multigrain breads and healthy fillings.

Barista Crème Lavazza which is Barista Lavazza's premium lounge format and the next level of luxury for the coffee connoisseur- also has a fresh deli station with an elaborate food menu with wholesome breakfast options, international club sandwiches, healthy crisp salads, delicious pizzas, lasagnas & pastas. The ones with a sweet tooth can indulge themselves in the most alluring desserts - the sinful Tall Chocolate Cake and the Blueberry Cheese Cake. Each product has something enticing to offer.

Barista Lavazza also has a wide range of coffee merchandise like signature coffee blend and plungers, coffee mugs, quirky steel coffee coasters, premium sippers to give our guests an opportunity to take home a part of the Barista Lavazza experience.

Recent Developments

Barista Crème Lavazza – its premium chain of cafés. Open early morning to late night, Barista Crème Lavazza pampers guests with plush lounge seating, personalised table service, some of the finest coffees and a deli station that tosses up everything from fresh salads and hearty sandwiches to pizzas, pastas and desserts. The new lounge format has sunk in well with today's savvy and well-travelled customers.

Promotion

Barista Lavazza started out with no publicity, the espresso bars were the advertisements. The posters, tent cards and ambient graphics inside each espresso bar did all the talking, in a tone of voice that was witty, warm and welcoming. The rest happened through word-of-mouth, creating a group of loyalists along the way, for whom Barista Lavazza today is more than just a habit.

To keep things fresh for its customers, Barista Lavazza runs in-store promotions from time to time. Besides independent initiatives, Barista Lavazza has also associated with great brands to enhance guest experience with relevant & valuable offerings. In recent times, innovative product placement strategies have also allowed Barista Lavazza Espresso Bars to feature in commercials and feature films.

Barista Lavazza believes in enhancing customer experiences by focusing on multiple touch-points – the design of the store, the level of its service and the quality of its products. The brand regularly refreshes its store look and menu to keep up with changing consumer trends. Barista Lavazza also focuses on themes and avenues that complement coffee, such as music, art and books, while select outlets also offer wi-fi connectivity to the Internet.

Brand Values

At Barista Lavazza, we do all we can to make every guest feel comfortable and welcome. We serve nothing but the finest Arabica coffees and cuisine at great value prices. We have friendly and efficient brew masters who believe in service with a smile. And provide a cheerful, interactive ambience that makes guests wish their coffee breaks lasted just a little bit longer.

To share our cup of joy, we have always stuck to our Italian roots, guarding them zealously to ensure that our espresso bars reflect the warmth and character of traditional Italian coffee houses. And in the process, make Barista Lavazza the place ‘where the world meets’. Our aim is to passionately deliver the highest levels of experiential services, maintain consistency in serving the highest quality products and become a globally competitive organization – one that is driven by an insatiable thirst for excellence.

Things You Don’t Know About Barista Lavazza

1. The base of all coffees at Barista Lavazza is freshly brewed espresso.
2. The plectrum shape of the original logo and the guitar being a popular Barista Lavazza icon was purely coincidental.
3. Barista Lavazza does not advertise in mainstream media. It uses its espresso bars to communicate all that it has to and relies on word of mouth to do the rest
4. Barista Lavazza while a hang out joint for coffee connoisseurs and seekers of indulgence also serves a range of health and low calorie beverages and foods.
5. In 1895, Luigi Lavazza purchased Paissa Olivero, a tiny grocery store in Turin, for 26,000 Italian Lire, about 20 US\$. He turned it into a \$900 million empire. Today, Lavazza has cafés worldwide and also owns the Barista Lavazza chain of espresso bars.