



PRESS RELEASE

CREMONINI GROUP: commercial partnership with Lavazza in the restaurant services sector.

The agreement includes the personalization of 160 coffee serving points, amongst the Cremonini Group managed refreshment centres, with Lavazza brand signs and colours.

The Cremonini and Lavazza Groups have signed an agreement in the restaurant services sector that provides, in addition to the supply of coffee, for the personalization with Lavazza signs and colours of 160 coffee serving points amongst the Cremonini Group refreshment centres. These will be located throughout the refreshment points managed by the Cremonini Group in Italy and France.

In accordance with the agreement Cremonini will install and manage 80 "Corner Lavazza" points within the bars in railway stations, airports and commercial centres and 80 "Espresso Points" on-board trains, some of which are already operative.

Valentino Fabbian, managing director of the restaurant services division of Cremonini S.p.A. said, "The objective of the partnership with Lavazza is to increase customer loyalty in all the refreshment points managed by the Group, at which coffee consumption should increase by 30%. The agreement", Fabbian continued, "also forms part of wider plan of development of 'Food Villages', a form of multi-restaurant service offering products with brand names which are familiar to the public and market leaders in their respective fields"

Cremonini, which has over 3,000 employees and achieved consolidated revenues of Lire 2,019 billion (Euro 1.04 billion) in 1998, is one of the largest food groups in Europe, focusing on three integrated business areas: production, distribution and catering and restaurant activities.

The Group which is Italy's absolute leader in beef production and distribution to the catering sector; also has a relevant presence in the restaurant services and catering sector and, in particular, is Italy's leader in supplying restaurant services on-board train and at railway stations.

Total consolidated revenues for the first 6 months of 1999 grew by 7.6% with respect to 1998, increasing to Lire 1,048 billion (Euro 541 million), while consolidated pre-tax profit was equal to Lire 32.6 billion (Euro 16.8 million), an increase of 47%.

With consolidated revenues of Lire 1.286.7 billion in 1998 and a market share in the sector of coffee for the family in excess of 47% (source: IRI Audit), **Lavazza** leads the Italian coffee market and is also present in many foreign markets due to the strong internationalization of the Group's activities.

The Press Office

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