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### **Lavazza to partner with Slow Food UK**

Lavazza, Italy's favourite coffee, will be partnering up with **Slow Food UK** to support the growing interest and awareness of the Slow Food movement in the UK. The partnership underpins Lavazza's affinity with the world of gastronomy and culinary innovation, coupled with its interest in sustainable and quality produce.

Inspired by the Italian Slow Food event, *Salone Del Gusto*, which takes place bi-annually year in Turin, advocates of Slow Food UK will be present at a number of events through the UK, including the BBC Good Food Show 2009.

#### **Slow Food UK**

Slow Food UK works to break down barriers to achieve a better understanding of food and drink, striving to raise awareness surrounding the politics and purchase of food by consumers. This is done through educational programmes, taste workshops and involvement with schools to educate from a young age.

Also key to Slow Food UK is *Terra Madre*. This is a network of food communities devoted to preserve and protect the richness and diversity of food heritage and promote methods of sustainable agriculture as the foundation of an alternative and more beneficial food system.

## **Lavazza**

Lavazza is a proud supporter of both Slow Food UK and *Terra Madre*, not least because of its own Tierra project which promotes sustainable sourcing of beans for the coffee blend. Lavazza also supports small producers - a key element of Slow Food UK – getting the little people noticed!

Luca Piccini, Country General Manager UK, says: *“This partnership reaffirms Lavazza’s commitment to quality produce, grown and developed with care. We have no doubt that the Slow Food movement will take hold in the UK and become an integral part of the nation’s enjoyment of food and drink.”*

**ENDS**