



PRESS RELEASE

Torino, 1 March, 2009

CAFFÈ VERGNANO AT THE FOREFRONT OF ENVIRONMENTAL PROTECTION

New packaging and new manufacturing processes with low environmental impact.



The attention paid by Caffè Vergnano to the equilibrium of the planet grows on a daily basis. To communicate this commitment we have created “Caffè Vergnano per l'ambiente” (Caffè Vergnano for the environment”). the new logo indicates that the packaging has low environmental impact and explains how to dispose of the various materials that make up the individual packages. A commitment that Caffè Vergnano continues to stick to, with the aim of introducing packaging that is increasingly easy to recycle.

PACKAGING:



The coffee pod range is the first to have low environmental impact. The boxes are made from recycled and recyclable paper, the wrappers do not contain aluminium, the first in Italy in the coffee sector, the pods can be disposed of as biodegradable waste.

2x250 g and 4x450 g packages: by the end of 2009, all external wrappers will be made of plastic material with no aluminium. Methods are also being studied for the elimination of aluminium from internal wrappers.

Environmental impact: in order to provide a clear idea of the impact of this change, it has been estimated that in one year, Caffè Vergnano will save 15,000 kg of aluminium, all to the benefit of the environment.



MANUFACTURING PROCESSES

Caffè Vergnano identifies and implements strategies of continuous improvement that enable the company to reach the maximum levels of competitiveness and operational flexibility with total respect for the environmental equilibrium. In recent years, Caffè Vergnano has started to

UFFICIO STAMPA

Francesca Panucci f.panucci@caffevergnano.com

T. 011 9455111 M. 348 7718644



operate in the following areas: the purification of water used for manufacturing processes, the reduction of waste and CO2 emissions, improvements in the use of energy resources and waste management.

The environmental management system complies with the directives of the main national and international regulations and is available for consultation by third parties.

Caffè Vergnano is an important Italian coffee company, which is managed with great dedication by the Vergnano family. Since 1882, in fact, Caffè Vergnano has worked with passion and innovation towards the continual improvement of the quality of its products. On every occasion, at home and in the bar, Caffè Vergnano wishes to satisfy the tastes and demands of consumers and always provide the perfect espresso.

Information: www.caffevergnano.com