



MASSIMO ZANETTI  
BEVERAGE GROUP

## **PRESS RELEASE**

### **MASSIMO ZANETTI BEVERAGE GROUP: purchase of a Costa Rican business division of the German Neumann Kaffee Gruppe.**

Massimo Zanetti Beverage Group (MZB Group), one of the main Groups in the global coffee market, thanks to international labels such as Segafredo Zanetti, Chock full o'Nuts, Kauai, Hill Bros (USA), and Meira (Finland), announced today its acquisition in Costa Rica of an entire business division from CECA S.A, a subsidiary of the German Neumann Kaffee Gruppe.

Starting in April, MZB will take control of the production and distribution chain of CECA in the Costa Rican area, which will be integrated to Distribuidora Café Montaña, currently controlled by MZB in Costa Rica and among the domestic leaders in the roasting and commercialization of coffee.

Through the acquisition, Distribuidora Café Montaña becomes the third roaster of Costa Rica working across the national territory.

The production will grow to 206,500 Kilograms, corresponding to 13,9% of the local market for both the retail and the food service sectors.

The offer of Distribuidora Café Montaña will now add 6 more brands (Cafè Don Manuel, Cafè Kapiwo, Cafè El Yodito, Cafè Amigo, Cafè Economico and Cafè Fedecoop), which covers all the offer and price segments, not to mention the other 5 product lines (3 Traditional coffee roasted and 2 Pure coffee roasted) aimed at the private label.

Through this acquisition, MZB consolidates its business in the Costa Rican market, targeting the country's smaller retailers alongside the traditional large distribution chains.

Massimo Zanetti, President of MZB Group, commented on the matter: *"With this acquisition our Group will have a chance of further expansion on the market in Costa Rica. Also this time, the integration within MZB Group will take place following the criteria that characterized our operations in the past, without drastic changes in the business model, starting from securing the different product options and the sales network"*.

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#### **MASSIMO ZANETTI BEVERAGE GROUP**

*Massimo Zanetti Beverage Group is a holding founded and headed by Massimo Zanetti. MZB is constituted of a large network of firms in constant growth on the international level.*

*MZB is the leading private group in the coffee industry and has a unique business approach presiding the entire production chain. Massimo Zanetti Beverage*

*Group holds multiple international renowned brands, among the favorites of the main global distributors. The largest majority of these distributors are leaders of their sector, offering large varieties of products ranging from coffee to tea, from cocoa to spices.*

MASSIMO ZANETTI BEVERAGE GROUP S.p.A.  
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