



## **PRESS RELEASE**

### **MASSIMO ZANETTI BEVERAGE GROUP: the Group's first coffee roasting plant inaugurated in Vietnam.**

**With a production capacity of up to 3,000 tonnes of coffee, the plant is destined to support the sales of Segafredo coffee and other Group brands in Asia.**

Massimo Zanetti Beverage Group (MZB Group), the world's first private group in the coffee market, with international brands including Segafredo Zanetti, Chock full o'Nuts, Kauai and Hill Bros (USA) and Meira (Finlandia), inaugurated the Group's first roasting plant in Vietnam today.

The new factory, located in the Phuoc Park in the industrial district of Ho Chi Minh city, covers a surface area of over 5,000 square metres, with an annual production capacity of up to 3,000 tonnes of roasted coffee, which is around 50,000 sacks of coffee.

The company's investment in the plant represents yet another step in the MZB Group's consolidation process in Asia, after the acquisition in May of the Boncafé brand, leader in "gourmet" coffee roasting and sales with factories in Thailand, Singapore and Malaysia.

The new factory will produce different types of roasted coffee: on one hand, respecting the traditional blend, it will roast Segafredo coffee for the Asian market, while on the other hand, it will support this icon of Italian-made espresso coffee with other types of coffee, in line with the habits of local consumers.

*"For the Group, the inauguration of this new plant represents an important step on our path in the Asian market. With the production capacity of this new plant, we will be able to support our growth in these high-potential markets, where by 2017 we estimate growth rates of between 6 and 15%, depending on the country. I am particularly pleased to be able to confirm that this plant will also be based on the Group's organisational model, with local management and staff,"* said Massimo Zanetti, Chairman of the MZB Group.

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

*The Massimo Zanetti Beverage Group is a holding company founded and chaired by Massimo Zanetti. It comprises a vast network of companies, in continuous and rapid growth on a global scale.*

*The first private coffee group in the world Massimo Zanetti Beverage Group adopts a unique and fully-integrated business model in its sector, with direct management of the whole production chain. Massimo Zanetti Beverage Group encompasses a number of well-known international brands, which are very popular among the biggest world distributors.*

*Most of these are leading brands in their specific area or sector, offering a rich variety of high quality regional products, including coffee, tea, cocoa and spices.*



For Massimo Zanetti Beverage Group Spa

**Contact:**        **Barabino & Partners**  
Federico Vercellino  
[f.vercellino@barabino.it](mailto:f.vercellino@barabino.it)  
Fabrizio Grassi  
[f.grassi@barabino.it](mailto:f.grassi@barabino.it)  
Tel. 0039 02 72023535

Treviso, 25 November 2014