



MASSIMO ZANETTI
BEVERAGE GROUP

COMUNICATO STAMPA

MZB Group opens a new Segafredo Espresso Cafè in Tokyo – the 34th in Japan – in collaboration with its franchisee, ADREAD INC.

The new Segafredo coffee shop – the Group's global brand through which it delivers the taste of Italian coffee in the world – is located in the Hiroo Garden Hills, an exclusive residential and shopping area of Tokyo. The 15 towers that characterize the area, host several embassies, international schools, and premium condos.

The project has been developed thanks to the collaboration of MZBG's new franchisee ADREAD INC, the real-estate company managing the shop area of Hiroo Garden Hills. The franchisee follows Segafredo Zanetti Espresso Worldwide's guidelines in preparing coffee specialities to ensure high quality service also in the new Segafredo Cafè that has almost 30 seats. A wide range of top quality snacks in this Segafredo coffee shop is also available in order to further attract clients and earn their loyalty.

The Group's subsidiary, Segafredo Zanetti Japan, has reached five times higher coffee volumes sold in 2014 (65 tons) compared to year 2011 in Food Service, and it is expected to exceed the 100 tones threshold by the end of 2015. This volume increase is the result of the excellent brand awareness among clients that has been established by the Segafredo Cafès' increasing presence in the main cities of Japan. Once again, Segafredo Zanetti Espresso is ambassador of the Italian style & culture.

Massimo Zanetti Beverage Group is a global leader in the production, processing and marketing of roasted coffee and other selected categories of colonial products, distributed in about 110 countries. The Group manages the different activities, from procurement to consumption, operating 18 facilities across Europe, Asia and the Americas, and through a network of about 400 coffee shops in 50 countries. Moreover, MZBG completes the range of its products through the sale of coffee makers and complementary products, such as tea, cocoa, chocolate and top quality spices.

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