

Lavazza and Paris Baguette team up to create new signature coffee blend

22 December 2023 | News

The new Paris Baguette Blend, crafted by Lavazza is rainforest alliance certified and the first retail packaged coffee offering to be available at Paris Baguette locations nationwide



The new Paris Baguette Blend, crafted by Lavazza is rainforest alliance certified and the first retail packaged coffee offering to be available at Paris Baguette locations nationwide

Lavazza, a leading name in the coffee industry, and your neighbourhood bakery caf   Paris Baguette, are delighted to announce the expansion of their strategic partnership with the introduction of the Paris Baguette Blend. This collaboration will introduce Paris Baguette's first-ever packaged coffee available for in-caf   purchase and build upon the existing successful alliance between the two brands, combining Paris Baguette's commitment to quality and Lavazza's unparalleled expertise in crafting exceptional coffee.

The Paris Baguette Blend, crafted by Lavazza, is a whole-bean coffee offering that is sourced from Rainforest Alliance Certified coffee farms. Produced to support environmental sustainability, the premium Arabica Coffee blend is made with RFA certified sustainably grown, 100 per cent Arabica beans and delivers on Lavazza and Paris Baguette's shared promise of continually nourishing communities, spreading joy, and giving back.

The Paris Baguette Blend, crafted by Lavazza offers a robust, full-bodied flavour that is perfectly balanced with sweet, chocolate undertones. It is available for purchase at participating U.S. Paris Baguette locations, offering customers the opportunity to savour the delightful fusion of the bakery's signature treats with Lavazza's premium coffee.