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**NORTH AMERICA'S SECOND ESPRESSION BY LAVAZZA CAFÉ  
OPENS MORE THAN 1,000 OFF THE GROUND**  
*John Hancock Observatory's newest feature delights even the most  
discerning coffee drinker*

**CHICAGO** –John Hancock Observatory, one of Chicago's most visited attractions, is proud to announce the opening of the world's newest – and highest – Espression by Lavazza café. Featuring award-winning, casually-elegant European style, the unique concept café is unlike anything else the city has to offer. The new concept café is part of a larger refurbishment, including a new multimedia Sky Tour in six languages, a dedicated concierge desk, imaginative History Avenue, Kids Zone, and more.

"The new café marks the next step in enhancing the guest experience at the Observatory," said Daniel Thomas, general manager, John Hancock Observatory. "Espression combines the finest Italian food, beverages, and desserts, with the best views of Chicago to provide an experience like no other in the city."

Lavazza, Italy's leading coffee company, created the Espression concept under the tag line "Espress Yourself," and features world-class Italian espresso and culinary specialties created by celebrity chefs. Coffee choices range from the much anticipated espresso, mochas, and lattes to the completely unexpected Éspesso™, the coffee you can eat.

"We are thrilled that Lavazza's unique concept compliments this iconic venue," said Joerg Oberschmied, chief operating officer, Lavazza Premium Espresso. "With its breathtaking view and innovative creations it is a memorable experience for visitors from all over the world."

World-renowned chefs Ferran Adrià and Moreno Cedroni incorporated two key ingredients in each item on the menu – innovation and research – with regularly changing and freshly prepared breakfast items, sandwiches, salads, pastries and artisan-made gelato. Contemporary Italian

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influence runs throughout this modern, inviting space, where guests can plan the day's activities while enjoying a cappuccino or even host a child's birthday party.

In addition to its delicious drinks and cuisine, Lavazza's attention to innovative design extends to the annual branded calendars the company produces featuring images from notable artists – 2009's artist is famed photographer Annie Leibovitz.

Lavazza, Italy's leading coffee company was founded by Luigi Lavazza in 1895 where he first invented the concept of the blend, the complex art of mixing coffee from different origins to obtain a harmonious and delicious flavored espresso. Today, Lavazza still operates as a family business that values innovation and quality while respecting its Italian tradition. In 2008, the company was awarded a Corporate Green Globe Award, given to businesses that demonstrate an extraordinary commitment to furthering sustainability, by the Rainforest Alliance.

#### **About John Hancock Observatory**

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company.

#### **About Espression by Lavazza**

The new café concept Espression — refers to espresso, the signature Lavazza product, and to the company's tag line "Espress Yourself" — was awarded the 2008 Grand Award for Restaurant Design at the A.R.E. Design Awards. The casually-elegant European-style coffee shops serve exceptional coffee beverages as well as a wide range of delicious, freshly prepared breakfast items, sandwiches, salads, pastries and gelato. Many of the breads, cookies and breakfast items are baked on-site daily. The signature Éspesso™, the coffee you can eat, was named among Time Magazine's best inventions of 2006. The décor is contemporary-chic and the walls have artwork from the annual Lavazza calendars.

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