

MEDIA RELEASE

Lavazza rounds off moments of pleasure at the Baloise Session

The Baloise Session is delighted to announce a further co-sponsor: With immediate effect, Lavazza – the Italian coffee since 1895 – will be the new coffee supplier at the music festival with the intimate club-like setting.

«With its special atmosphere and high standards of quality, the Baloise Session attracts connoisseurs, and embodies music as a passion in the best possible way. A perfect match», says Moritz Weber, CEO and proprietor of Promena AG, Lavazza Retail.

«A cup of coffee creates familiarity and companionship, just like a concert evening in the feel-good atmosphere of the Baloise Session. We are delighted that, starting this autumn, our visitors can round off their magic musical moments with a cup of Lavazza coffee. Here's to an exciting collaboration», adds Beatrice Stirnimann, CEO of the Baloise Session.

The next Baloise Session will be held in the Event Hall, Basel Fair, from 19 October to 9 November 2023. This year's line-up will be published on 23 August.

Lavazza – The ultimate expression of elegance in every form

Coffee is not just a drink: it is a precious moment of togetherness – and Lavazza embodies this passion. The Lavazza product range offers a genuine Italian coffee experience to all coffee-loving customers throughout Switzerland, whether at home or in their favourite cafe.

The Baloise Session – Where the Magic Happens

Every autumn for the past 38 years, leading national and international stars have been appearing at the Baloise Session. Over the course of the festival 15'500 music fans attend the evening concerts in the Event Hall of the Basel Fair, with its seating for only 1'550. The intimate club-like setting, special seating around candlelit tables, and the audience's proximity to the stars turn a concert visit into a unique musical experience.

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