

Melitta remains Borussia Dortmund's official coffee partner



“Cheers! I'll drink (a cuppa coffee) to that”; Gregor Kobel, BVB's number 1, looks forward to a few more years of delicious coffee. ©Melitta Group

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The Melitta Group and Borussia Dortmund have agreed to continue their long-standing partnership. This will run for a further three years, the deal applies to the DACH region and confirms Melitta® as BVB's official coffee partner.

Partnership on an equal footing

“For its fans, Borussia Dortmund stands for home and family, for team spirit and passion. These are qualities that are a perfect match for the German family-owned company Melitta. We look forward to continuing our partnership together into the future,” commented Volker Stühmeier, a member of Melitta's Chief Corporate Management. “We have experienced strong growth in this partnership and have achieved terrific development in our reach through joint campaigns on social media channels and in the stadium. This is the perfect way to bring together two brand experiences - BVB and Melitta.”

“From our point of view, Melitta is more than an ideal catering partner, who has clearly demonstrated that it can supply complex large sports venues in a customer-friendly and effective manner. The dynamic partnership is conducted on an equal footing and brings us both further. We are therefore very pleased to continue our fruitful cooperation with Melitta,” said Carsten Cramer, Managing Director of BVB.

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Focus on communication and marketing activities

Both partners will further develop the wide range of communication and marketing activities for BVB fans. The extension of the partnership picks up on the atmosphere in the once again crowded stands just in time for the new season and transports that joy into digital content. This is an ideal complement to the sporting experience. Content formats such as 'First a cuppa coffee' have shown their strong appeal in recent years and are a sign of the promising potential that will be unlocked even further in the next phase of the partnership. Licensed products, TV perimeter advertising and presentation at Borussia Dortmund's press conferences round off the communication package perfectly. Through joint activities and commitment to the partnership, it has also been possible to successfully involve and engage the BVB's network of sponsors. Melitta offers BVB's partners individual solutions for supplying their employees and customers with coffee in a professional way.

The Melitta® brand experience in SIGNAL IDUNA PARK

The SIGNAL IDUNA PARK stadium in Dortmund has the largest standing capacity in European football. Since the recent pandemic restrictions were lifted, an average of more than 80,000 fans have been watching BVB's home games in the stadium again. Melitta successfully supplies the entire stadium with coffee. This includes the hospitality and public areas, as well as equipping the exclusive boxes with fully automatic coffee machines. The three Melitta® coffee stands in two hospitality areas and on the upper floor of the BVB fan world will also continue to supply fans with coffee. The training ground and the offices will in future carry on being provided with coffee specialities by Melitta. The Minden-based Group supplies several tonnes of coffee to BVB Dortmund every year.



Image 1: Joint successes were celebrated on the football pitch. ©Borussia Dortmund



Image 2: A range of co-branded products was created in the course of the partnership (see above BVB coffee in Espresso and Café Crema versions). ©Melitta Group



Image 3: Fans can also enjoy first-class coffee at home with a fully automatic coffee machine (Barista TS Smart) in the team's colours. ©Melitta Group



Image 4: BVB legend Patrick Owomoyela and defender Mats Hummels enjoy a delicious coffee at the coffee stall in Borussia Park as part of the 'First a cuppa coffee' content format. ©Melitta Group



Melitta Group

Melitta is an internationally operating, family-owned group of companies with over 100 years of tradition. We are a manufacturer of branded products for coffee enjoyment, for food storage and preparation, and for household cleanliness. We also produce speciality papers for the wallpaper industry and industrial films for food packaging. In the markets where we are present, we are market and quality leaders with our branded products or are striving to achieve this position.

Melitta Europe - Coffee Preparation Division

Melitta Europa - Coffee Preparation Division - develops, produces and markets quality products for brewing filter coffee under the Melitta® brand, such as coffee filters, filter holders, filter coffee machines, coffee grinders and kettles, as well as fully automatic coffee machines for preparing coffee specialities at home. The range is rounded off by tea filter products under the Cilia® brand.

Melitta Europe - Coffee Division

Melitta Europe - Coffee Division - is responsible for Melitta's European coffee business. The product range provides the right coffee for every taste: from filter coffee to instant cappuccino and whole coffee beans for fully automatic coffee machines, through to a range of coffee pods for making single cups of coffee.

Melitta Professional Coffee Solutions

Melitta Professional Coffee Solutions is a specialist in professional hot beverage preparation for individual and system catering. Its core businesses are the development, manufacture and global distribution of fully automatic commercial coffee machines for speciality coffees and filter coffee machines under the Melitta® and Cafina® brands, as well as technical customer service and the distribution of coffee, tea, cocoa and related accessories.