

Melitta to be official coffee partner of Borussia Dortmund starting with the 2019/20 season

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Drinking Melitta® coffee in the newly built “Coffee Bude” at SIGNAL IDUNA PARK: (from the left) Carsten Cramer (Managing Director of Marketing and Sales at Borussia Dortmund), Volker Stühmeier (Member of the Management Board at Melitta Group) and Hans-Joachim Watzke (Chairman of the Management Board of Borussia Dortmund).
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The Melitta Group and Borussia Dortmund have agreed a multi-year partnership. Beginning with the 2019/20 season, Melitta will be official coffee partner of the club and will cooperate closely with the long-established club in a variety of communication and marketing activities. The exclusive partnership is initially being entered into for three years and covers the DACH region.

From the 2019/20 season, Melitta will be visible through licensed products, TV touchline advertising and as presenter of Borussia Dortmund’s press conferences. Melitta will also activate the cooperation above all on digital platforms. In addition, the partnership will especially be on view at SIGNAL IDUNA PARK, where the German family business will be assuming responsibility for the stadium’s entire coffee supply. This includes the VIP and public areas as well as providing the exclusive boxes with fully automatic coffee machines. Furthermore, three Melitta® coffee bars will be integrated into two VIP areas as well as on the upper floor of Borussia Dortmund’s FanWelt (Fan World). Things do not stop there: Melitta will also provide both the training facility and the offices of Borussia Dortmund with coffee specialities from the coming season. This will ultimately see the Group from Minden supply over 3.5 tonnes of coffee to Borussia every year.

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“Following the extremely successful cooperation with Manchester United, we are proud to be able to expand our commitment to football together with one of the most triumphant and popular clubs in Germany. Among its fans, Borussia Dortmund stands for home, family, team spirit and passion. Those are characteristics that match Melitta perfectly as a German family business celebrating its 111th birthday this year,” says Volker Stühmeier, member of the Management Board. “We also see great potential in the partnership with Borussia Dortmund, which has 6.7 million fans only in Germany. It is the ideal opportunity to position and positively charge the Melitta® brand in an arena full of emotions.”

Dortmund’s SIGNAL IDUNA PARK has the largest terraces for standing in European football and an average of over 80,000 fans come to watch Borussia’s games at the popular ground. “Having the privilege to supply the many people in this special place with coffee specialities is a challenge that we have been pleased to take on and a further opportunity to prove our expertise as an integrated coffee partner,” adds Volker Stühmeier. “In the stadium, we offer everything related to coffee supply from a single source – from the coffee itself to the machines and even maintenance. This means we are in a position to ensure all of SIGNAL IDUNA PARK is supplied with coffee specialities in an expert, quick and high-quality way.”

“We are very pleased to have gained Melitta as a new partner, one that is a real global player and from our region. Melitta is present with its products all over the world and has its roots in Westphalia, where a pot of good coffee is quite simply one of life’s joys. That matches us well,” says Hans-Joachim Watzke, Chairman of the Management Board of Borussia Dortmund, commenting on the new cooperation. Carsten Cramer, Managing Director of Marketing and Sales at Borussia Dortmund, adds, “With Melitta, we have found a partner whose catering trade expertise we will benefit from and which will significantly increase the quality of the coffee offering in the hospitality and public areas. This will please our fans and VIP guests.”



Picture 1: Drinking Melitta® coffee in the newly built “Coffee Bude” at SIGNAL IDUNA PARK: (from the left) Carsten Cramer (Managing Director of Marketing and Sales at Borussia Dortmund), Volker Stühmeier (Member of the Management Board at Melitta Group) and Hans-Joachim Watzke (Chairman of the Management Board of Borussia Dortmund). ©Melitta Group



Picture 2: At SIGNAL IDUNA PARK: (from the left) Carsten Cramer (Managing Director of Marketing and Sales at Borussia Dortmund), Volker Stühmeier (Member of the Management Board at Melitta Group) and Hans-Joachim Watzke (Chairman of the Management Board of Borussia Dortmund). ©Melitta Group



Picture 3: The newly built „Kaffeebude“ at SIGNAL IDUNA PARK where fans get different coffee specialities. ©Melitta Group



Picture 4: The newly built „Kaffeebude“ at SIGNAL IDUNA PARK where fans get different coffee specialities. ©Melitta Group



Picture 5: The newly built „Kaffeebude“ at SIGNAL IDUNA PARK where fans get different coffee specialities. ©Melitta Group



Picture 6: Melitta to be official coffee partner of Borussia Dortmund
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All photos are available for download at www.melitta-group.com alternatively Annika von Hollen (annika.von.hollen@melitta.de) and Tanja Wucherpennig (tanja.wucherpennig@melitta.de) would be happy to send them to you.

Melitta Group

Melitta is a family-owned group of companies with international operations and an over 100-year tradition. We are a producer of brand-name products for enjoying coffee, for storing and preparing foodstuffs as well as keeping the household clean. In addition, we produce specialist papers for the wallpaper industry and industrial films for foodstuff packagings. In the markets we are present in, our brand-name products are market and quality leaders or it is our goal to achieve this.



Melitta Europe – Coffee Preparation division

Under the Melitta® brand, the business unit Melitta Europe – Coffee Preparation division – develops, produces and markets quality products for brewing filter coffee, for example Filtertüten® filter papers, hand filters, filter coffee machines, coffee grinders, electric kettles and fully automatic coffee machines for preparing coffee specialities at home. The range is rounded off by tea filter products under the brand Cilia®.

Melitta Europe – Coffee division

The business unit Melitta Europe – Coffee division – is responsible for Melitta's European coffee business in particular. The range offers perfect coffee enjoyment for every taste: from filter coffee to instant cappuccino, and from whole beans for automatic coffee machines to pad ranges for single-cup preparation.

Melitta Professional Coffee Solutions

Melitta Professional Coffee Solutions is a specialist for professional preparation of hot beverages in both individual and system gastronomy. Development, production and worldwide sale of commercial bean-to-cup machines for speciality coffees and filter coffee machines under the brands Melitta® and Cafina® form the core business, supplemented by technical customer service and the sale of coffee, tea, cocoa and related accessories.

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