

111 years of Melitta®

Where life is lived to the full

Melitta Sport sponsoring: Strong emotions and very special moments



Melitta has been a partner of the traditional English club Manchester United since 2017. ©Melitta Group

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Sport has an enormous significance for the Melitta Group: it conveys strong emotions and creates very special moments and experiences. It stands for motivation and inspiration, for dynamism, for joie de vivre and performance. It transmits values such as team spirit, fairness, passion, tradition and success. These are the qualities and values that the Melitta Group stands for.

For this reason, sports partnerships have a long tradition at Melitta. The company sponsors clubs in the East Westphalia region and on an international level. "The many parallels between sport and Melitta are the reason we have maintained close relationships with sports for decades," says Volker Stühmeier, member of the Chief Corporate Management. "We want to inspire people with our products and give them very special moments in their everyday lives - just the way sport does."

Partner of Manchester United

Since 2017 Melitta has been a partner of the traditional English club Manchester United. The multi-year partnership goes far beyond traditional sponsoring: Melitta provides coffee from the bean to the cup in the stadium, the training grounds and in the offices of the traditional club. In Old Trafford, the 'Theatre of Dreams', Melitta supplies the spectators in the central



www.111yearsmelitta.com

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restaurant, the 'Red Café supported by Melitta®', with coffee specialities. The large catering areas are equipped with around 70 catering machines from Melitta® subsidiary Melitta Professional Coffee Solutions and there are more than 130 fully automatic coffee machines in the smaller boxes to supply the guests with coffee and other hot drinks.

The partnership includes various rights that Melitta uses to communicate around one of the world's largest football clubs and for the international marketing of its products and services. "Manchester United is the number one of the most popular sport in the world. No other club attracts so much attention, no other club has so many fans. The premium partnership significantly increases the worldwide awareness of our brand and makes it easier for us to enter new markets," said Stühmeier.

Support for Arminia Bielefeld

In 2018 Melitta joined the 'East Westphalia Alliance' as a partner. With its commitment Melitta supports the new start and the future of the soccer club Arminia Bielefeld. In cooperation with other partners, Melitta supports the club financially as well as with material resources and advice.

A decades long partnership with GWD Minden

The group has maintained an intensive relationship with GWD Minden since 1964, with Melitta as one of the main sponsors supporting not only the handball Bundesliga team but also other youth teams.

Main sponsor of the Bessel Rowing Club

The group also supports the successful Minden Rowing Club. As the main sponsor of the Bessel Rowing Club, the teams are also known under the name 'The Melitta Eights'. The women's team of the traditional club has been rowing in the national league since 2009. The men's team joined the national league in 2016.

Melitta is also active culturally and socially and supports numerous events - at a regional, national and international level.

Find further information at www.111jahremelitta.de



Image 1: Melitta has been a partner of the traditional English club Manchester United since 2017. ©Melitta Group



Image 2: Melitta provides spectators at Old Trafford including at the 'Red Café supported by Melitta' with coffee specialties. ©Melitta Group



Image 3: Melitta provides spectators at Old Trafford including at the 'Red Café supported by Melitta' with coffee specialties. ©Melitta Group



Image 4: In 2018 Melitta joined the East Westphalia Alliance and supports Arminia Bielefeld with their fresh start. ©Melitta Group



Image 5: In 2018 Melitta joined the East Westphalia Alliance and supports Arminia Bielefeld with their fresh start. ©Melitta Group



Image 6: Melitta has supported GWD Minden since 1964. ©Angela Metge



Image 7: Melitta is the main sponsor of the Bessel Rowing Club. ©Melitta Group



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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 Wucherpfennig (tanja.wucherpfennig@melitta.de) would be happy to send them to you.

The Melitta Group

Melitta is an internationally active group of companies and is one of the leading independent family businesses in Germany and in other countries. The main activities are the development, manufacture and sale of branded products for coffee enjoyment, for the storage and preparation of food and for household cleanliness. More information is available at www.melitta-group.com.

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