



# QUALITY POLICY

*Massimo Zanetti*

MASSIMO ZANETTI  
BEVERAGE GROUP

## MESSAGE FROM THE PRESIDENT

Quality is an essential focus of each and every aspect of our operations, and the unwavering quality of our products and services is of high priority. Quality is necessary in order to build trust with our clients and consumers around the world and its importance cannot be overstated.

Our passion, commitment, and expertise are reflected in every cup as we strive to provide a unique and outstanding experience for our customers. The robust quality and food safety programs that we have implemented ensure finished product traceability.

By adhering to strict quality practices and standards, we are able to deliver the finest, most consistent products to our consumers. We regularly evaluate means of improving our processes and controls by utilizing continuous improvement methodologies and consumer feedback. Furthermore, by engaging with our stakeholders, we better our understanding of consumer needs while staying well informed of current market trends. It is this engagement, in tandem with our encouragement of innovation, that enables us to continuously exceed customer expectations.

We believe in operating with a responsible business model, built around quality, where we are able to build mutually beneficial relationships, founded on trust, with our stakeholders. This Quality Policy represents our commitment to enhancing transparency and innovation, while working to reduce our environmental impact along our value chain.

Massimo Zanetti

*President*

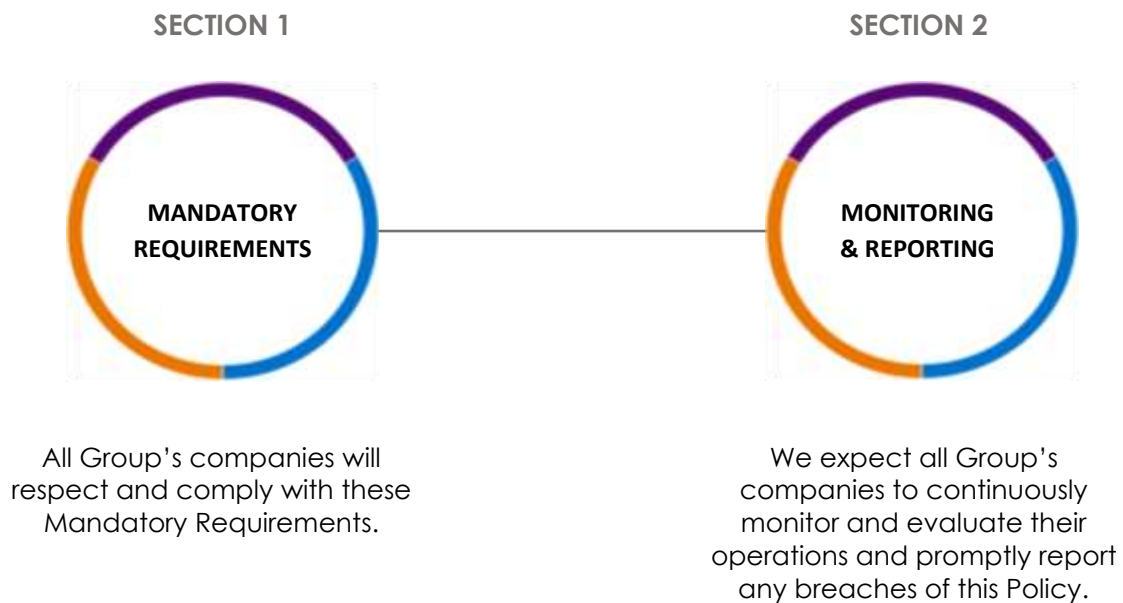
# INTRODUCTION

This Quality Policy addresses the commitment of Massimo Zanetti Beverage Group (namely the parent company Massimo Zanetti Beverage S.p.A and its directly or indirectly-owned subsidiaries, jointly mentioned as "MZB" or "Group") to produce safe, high-quality products and adhere to business practices which enhance customer satisfaction and encourage innovation.

## How this Policy is structured

All companies within the MZB Group are expected to fully comply with this Quality Policy.

Each company of the Group will carry out evaluations and audits within their operations to ensure that mandatory requirements are respected. These evaluations may be carried out in person, through self-assessment questionnaires, and/or by audits.



## MANDATORY REQUIREMENTS

In this section we describe the Mandatory Requirements, within the scope of Quality, to which all companies of the Group must adhere. The Mandatory Requirements are grouped into three areas: Innovation, Food Certifications and Traceability, and a Customer-Centric Approach. This Quality Policy is built on these pillars, which reflect our commitment to guarantee the quality and safety of our products.



### Innovation

Innovation should be focused on consumer trends and improving company processes

Emphasis on environmentally friendly innovation



### Food Certifications and Traceability

Product safety is secured within all operations and along the value chain

Monitor, measure, and improve processes

Coffee quality and traceability



### Customer-Centric Approach

Customer engagement

Customer satisfaction

## INNOVATION



*A shift towards a more sustainable organization presents challenges that must be overcome. Sustainable innovation often requires leaving the "comfort zone" of the current business model in order to foster a more innovative, community-minded approach. Research and technological development of products and processes are the primary drivers of sustainable development.*

*As a global coffee company, we have a responsibility to continuously improve our products, services, and operational processes while ensuring environmental protection and social development.*

### **Innovation should be focused on consumer trend and improving company processes**

*The speed of change is constantly increasing. Operational efficiency and effectiveness is required as customer needs evolve. Our future is shaped through our ideas and willingness to innovate and lead change in the marketplace.*

We challenge ourselves to advance research and development efforts through partnerships with suppliers and other key actors facilitating continuous improvement and innovation. We constantly work with our partners, evolving our businesses together, and collectively improving upon the quality and efficiency of the supply chain. By combining our experience with their knowledge, we foster innovation with the goal of improving our products and our processes. Product innovation is essential as we strive to exceed the requirements of our customers, while process innovation is necessary to eliminate waste, making our business more sustainable – in every sense of the word.

### **Emphasis on environmentally friendly innovation**

*Innovation for the future requires us to look forward. We have a collective responsibility to care for our planet and to protect our natural resources so that future generations can thrive.*

We believe it is important to innovate responsibly. Responsible innovation requires us to look ahead, with intention and purpose. We strive to develop new and exciting products and processes, but not at the expense of the future.

## FOOD CERTIFICATIONS AND TRACEABILITY



*By implementing best practices along the supply chain, we intend to provide traceability of our finished products while ensuring full compliance with international food safety and quality guidelines and standards. In support of these efforts, we expect all vendors, suppliers, and subcontractors to adhere to the principles of MZB Code of Ethics.*

### **Product safety is secured within all operations and along the value chain**

*We know that customers want safe, high-quality products and it is our responsibility to deliver. Providing goods that meet or exceed customer expectations provides us a "license to operate." The adoption of globally recognized food safety standards and quality management systems improves our food safety culture and practices across geographies.*

We are committed to providing products that comply with the Global Food Safety Initiative (GFSI). We require suppliers to be compliant with such standards and to adopt the MZB principles stated in our Responsible Sourcing Policy. Dedicated functions are employed with the responsibility of guaranteeing that food safety and quality standards are properly implemented throughout the supply chain. All of which ensures that our customers and consumers can trust that their coffee is safe.

### **Monitor, measure, and improve processes**

*We employ quality management practices and internal processes as a means to ensure product safety, prevent quality incidents, and eliminate defects.*

By monitoring processes, measuring data, and, in turn, improving results, we are committed to ensuring the highest quality standards for all products manufactured and sold by the Group.

### **Coffee quality and traceability**

*We believe it is important to preserve and enhance the customer experience through each and every cup. The commitment of the MZB in providing finished product traceability throughout the supply chain allows our customers to have trust and confidence in our products.*

We guarantee quality throughout the supply chain. From raw materials to the final product, we involve our partners at each stage of the value chain to ensure product traceability that meets or exceeds all local governmental requirements as well as those of our customers.

## CUSTOMER-CENTRIC APPROACH



*Unwavering product quality and a superior consumer experience are two of our top priorities. In a coffee market characterized by a wide array of products for customers to choose from, companies must build trusting relationships with clients and consumers.*

*We are committed to developing such relationships, emphasizing the customer throughout each aspect of the supply chain.*

### Customer engagement

*Strong relationships between customers and suppliers yield trust and confidence. Stakeholder dialogue and engagement is the best way to translate market needs and expectations into goals that will lead to success. We believe in the value of direct dialogue with customers as a means of bringing stakeholder insight deeper into the process.*

Our activities are aimed at satisfying customer demands as well as those of our internal stakeholders. We encourage the development of new initiatives and we highly regard those that come as a result of the engagement of customers and clients. Stakeholder feedback and commentary is collected and reviewed in order to better define areas for improvement and to help us in better understanding customer needs.

### Consumer satisfaction

*Customer satisfaction helps create long-term business relationships. We maintain processes and communication channels that allow us to obtain customer feedback.*

Direct feedback is one of the best measures of consumer satisfaction and provides critical data which can help us improve upon our business practices. This feedback allows us to proactively address problems related to customer satisfaction, quality, and/or food safety. All complaints are managed promptly and appropriately and are accurately documented for reporting, evaluation, and corrective action purposes.



## **MONITORING AND REPORTING**

Each company of the Group must read and acknowledge this Policy. The Mandatory Requirements contained herein will be monitored by the Group's company Quality Assurance (QA) department of each company within the MZB.

To uphold the values shared by the MZB and to comply with the Mandatory Requirements, each operating company is required to have systems and processes in place that allow for each requirement to be monitored. These practices will enable the QA department to better manage operations and foresee risks.

### **Reporting on breaches**

Any breach of this Policy must be reported to the company QA Manager as soon as possible. In the event of non-compliance with this Policy, a time-bound corrective action plan must be communicated to the QA Manager. Each instance will be assessed based on the extent and nature of the non-compliance.

### **Contacts**

Please refer to your QA Department for any suspected violation of this Policy.

### **References**

Food Safety System Certification 22000

Food traceability guidance of the FAO, 2017

International Featured Standards (IFS) Certificate

International Standard – ISO 9001:2015 – Quality management system

International Standard – ISO 14001:2015 – Environmental management system

Sustainable Development Goals (SDGs) of the UN Global Compact

Global Food Safety Initiative (GFSI)

Safe Quality Foods (SQF) Certificate

British Retail Consortium (BRC) Certificate