



PRESS RELEASE

Rhea showcases Made in Italy coffee machines at Sigeep Shenzhen 2024

*Creativity, design, innovation, and customization
are the watchwords for Rhea's presence at the Shenzhen fair*

Hall 1 booth C27/A - C28/B

Milan, xx April 2024 - The demand for high-quality coffee in China is growing at a rate of 20 percent year-on-year and, according to the latest figures, the number of fresh coffee consumers almost doubled in 2023 compared to the previous year, reaching over 67 million.

In the past, coffee was mainly consumed on the move and less attention was paid to the quality of the drink, whereas today Chinese coffee lovers are embracing an approach much closer to Italian coffee culture: taking a moment to pause, socialize, and enjoy the taste of quality coffee.

In this evolving landscape, Rhea is meeting the new demands of Chinese coffee enthusiasts with machines that embody the distinctive factors of Made in Italy - quality, design, and creative recipes - with ample potential for customization.

Tailor-made recipes for the Chinese market

Rhea's presence at the Shenzhen Sigeep aims to showcase the company's innovative machines and allow attendees to taste the variety of coffee and coffee drinks ranging from the most traditional Italian recipes to those customized to the preferences and trends of Chinese consumers.

The stand is dedicated to the tasting experience, with numerous coffee stations featuring the rhTT1 tabletop alongside the rhMM2V+ milk machine, capable of preparing hot and cold fresh milk drinks, including non-dairy milk.

Rhea has organized exciting coffee shows at the stand for Chinese consumers to explore the many recipes that can be made with the machines, thanks to the creativity of coffee expert Andrea Lattuada, who will be demonstrating hot and cold coffee drinks and inviting visitors to sample such delights as Cappuccino Matcha, Cappuccino Chai, Cappuccino Panettone, and Sicilian.

"Chinese coffee lovers have an extremely personalized approach to coffee consumption, and we are seeing a growing curiosity towards creative recipes that leverage the quality of Made in Italy coffee, adapted to current trends. What we offer the Chinese market is an innovative, versatile, and tailor-made experience", comments Andrea Pozzolini, CEO of Rhea.

Innovating the coffee experience with autonomous driving technology

A few months after the presentation of the first prototype at the CIIE in Shanghai, Rhea brings to Sigep 'Barista on Demand', the first self-driving coffee shop. His innovative concept interacts with users through Andrea Lattuada's avatar, generated by artificial intelligence, and transforms coffee consumption from a 'go-to-shop' to a 'shop-to-customer' activity.

Barista on Demand takes advantage of all the new technologies to innovate the coffee experience. It operates on a fully autonomous driving vehicle, using Big Data to adapt its route according to the daily habits of the community. And, in a completely autonomous and automated way, it recognizes and stops in the vicinity of individuals, offering them a highly personalized service.

"Barista on Demand exemplifies our ongoing commitment to bring innovation to the vending industry. We look forward to putting it on the road to serve quality Italian coffee to Chinese consumers, wherever they may be. We are currently exploring collaboration opportunities with companies from the mobile, social and application world for co-innovation and co-selling opportunities", Andrea Pozzolini concludes.

***Rhea**, founded by Aldo Doglioni Majer in 1960, is one of the largest producers of customized coffee machines in the world. For over sixty years, Rhea has stood out for its wide international reach, high-level design, state-of-the-art technology, and 'Made in Italy' excellence. With headquarters and manufacturing based in the province of Varese and foreign branches in 9 countries, Rhea is proud of having spread coffee culture to over 100 countries around the world. From a global player in vending to a pioneer in the introduction of vending to the new retail, hospitality and out-of-home sectors, Rhea confirms its mission to interpret and often anticipate a constantly evolving market. Rhea's new proposals revolutionize the very concept of hospitality, both in business and domestic contexts, with a value proposition that improves the coffee break moment.*

Website: rheavendors.com LinkedIn: [Rhea Vendors Group](https://www.linkedin.com/company/rhea-vendors-group) Instagram: [Rheavendorsgroup](https://www.instagram.com/rheavendorsgroup) Facebook: [Rhea Vendors](https://www.facebook.com/RheaVendors)

For more information:

Rhea Vendors Group

Marketing and Communications
Michela Re Dionigi
Tel 02 96655 305
mredionigi@rheavendors.com

ROCK communications

Press office
Alessia Cuppini - 393.9028868
Manuela Roccatò - 335.6417846
rhea@rock-communications.it