



PRESS RELEASE

Rhea at Venditalia: unveiling the essence of the coffee experience

Recipes, hospitality, and a journey into the world of Rhea

Pavilion 8, Stand B08 C01

Milan, 6 May 2024 – This year, our stand showcases the coffee experience as an integral component of people's wellbeing. The vision of hospitality that Rhea brings to Venditalia starts from the experience that automatic solutions offer to operators: a variety of recipes and customization options to create their own hospitality corner, interconnected with the environment where the coffee is consumed, which becomes a "free-standing lounge".

"Our participation at Venditalia is a testament to our unwavering commitment to a 'vending' approach that must respond successfully to the consumer's increasing demand for greater quality. Improving the 'coffee moment' is not just about coffee quality or machine design and technology, but it is above all the ability to blend these and other elements to satisfy the new expectations of each consumer at that precise moment and in that precise place", explains Andrea Pozzolini, CEO of Rhea.

At Rhea's stand, visitors will not only taste gourmet drinks, herbal teas, and a plant-based menu designed by Rhea, but they'll also participate in interactive coffee shows curated by Andrea Lattuada. These shows will unveil creative cocktails and drinks where coffee is the key ingredient.

Rhea's coffee experience revolves around the main products - coffee in all its forms, and the machines that make them possible – and then extends to the place where it all begins with a visit to the new showroom at Rhea's headquarters, just a few kilometres from the fair.

For this year's stand, Rhea has recreated a comfortable hospitality ambience like an airport lounge, an ideal stopover before departing on a short trip into the world of Rhea. For those who wish to experience Rhea directly and get a glimpse behind the curtain, an electric shuttle van will take them from the fair to the company headquarters and back.

"At Venditalia, we want to convey our concept of hospitality and automation to the market. When we design our coffee machines, we think about the service we want to offer to both the end consumer and our customers. It is not simply a matter of offering a coffee but of choosing to devote the utmost care to this small moment so that it can be perceived as a pleasant experience that invites people to come back for more. And if you don't believe us, come and see for yourself!" concludes Andrea Pozzolini.

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.

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