



PRESS RELEASE

Rhea is among the businesses featured in a book on the excellence of 'Made in Italy', presented as a gift to the world leaders at the G7 Summit

Stories of Success: Italian Ingenuity and Excellence is a tribute to 'Made in Italy', conceived and realized by Roberto Santori in collaboration with ANSA for the Italian G7 Presidency

Milan, June 24, 2024—Rhea, one of the world's leading manufacturers of coffee break machines since 1960, is among the 'Made in Italy' companies included in the book *Stories of Success: Italian Ingenuity and Excellence*, chosen as an institutional gift for the G7 Summit and the subsequent ministerial meetings for the Italian G7 Presidency.

At Borgo Egnazia, the G7 heads of state were thus introduced to the story of Rhea. The company that started with the iconic gumball dispenser has distinguished itself over the years, thanks to its creative and innovative pace, by bringing Italian coffee break culture to the world and expanding the horizons of vending. Rhea has transformed the automatic coffee machine from a simple hot and cold beverage dispenser into a sophisticated Made in Italy hospitality solution, integrating advanced technology, design, customization, sustainability and ever-increasing attention to consumer needs, offering a pleasant and quality experience for work, leisure, and social environments worldwide.

"We are proud to be considered a company that represents the best of 'Made in Italy', not only for the quality of our products but also for the excellence and innovation to be found in every detail of our work. This success is the result of teamwork, of the 'Rhea family', where everyone's passion, dedication, and commitment are the ingredients that enrich our solutions in the coffee industry", states Andrea Pozzolini, CEO of Rhea.

"Our solutions are used in more than 100 countries around the world, to which over the years we have brought our signature style and sense of hospitality", adds Pozzolini.

"This book is a tribute to 'Made in Italy', but also an invitation to reflect on how Italy can significantly contribute to shaping a more sustainable, balanced, and inclusive global future", says Roberto Santori, founder of 'Made in Italy'. "The idea for the book came from the work we've been doing over the last two years with our community of Italian entrepreneurs and companies, exploring the challenges and opportunities of our national brand and discussing the crucial role that 'Made in Italy' can play in today's global landscape".

***Rhea**, founded by Aldo Doglioni Majer in 1960, is one of the largest producers of automatic machines for coffee breaks 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 break 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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