



PRESS RELEASE

Rhea Vendors Group opens its new branch in Turkey, expanding its international presence

'We are proud to announce the opening of Rheavendors Turkey, our new subsidiary based in Istanbul. This is a milestone that strengthens our international expansion and marks a further step in consolidating our presence in global markets. With the Turkish subsidiary, Rhea is now present in 10 countries worldwide, with 13 branches.' stated Andrea Pozzolini, CEO of Rhea

Milan/Istanbul - December 4, 2024 - After years of business in the Turkish market, Rhea announces it is aiming to further strengthen its presence in this strategic area with a dedicated branch, bringing Made in Italy excellence, innovation and design to a country that shares a deep passion for coffee and a growing interest towards the use of vending machines. Rheavendors Turkey's objective is not only to improve its service, supply and customer care activities but also to provide a unique experience, thanks to the company's tailor-made approach, which for over 60 years has enabled it to offer solutions capable of responding to the preferences and tastes of local consumers.

Rheavendors Turkey, based in Istanbul, is headed by Attila Laslo, who has many years of experience in the coffee business and a long-standing cooperation with Rhea. Laslo, already a dealer of Rhea automatic coffee machines in Turkey, takes over as General Manager of the new subsidiary.

'His in-depth knowledge of the local market and his consolidated experience with the brand will be crucial in guiding this new phase of Rhea's growth and consolidation in Turkey.' explained Andrea Pozzolini, CEO of Rhea.

'It is a great honour for me to lead the Turkish branch of Rhea, a company I have worked with for many years and whose values of innovation, quality and sustainability I fully share. Our goal is to offer tailor-made solutions, capable of responding to the different needs of the local market while always keeping the excellence of Made in Italy at the centre.' Explains Attila Laslo, General Director of Rheavendors Turkey

Turkey has a deep historical connection with coffee. The famous Turkish coffee, known for its intense flavour, has been an essential part of the local culture for centuries. This tradition is an important heritage that Rhea respects and enhances thanks to the enormous customisation offered by its machines, combining the authenticity of Italian coffee with the historical identity of coffee in Turkey.

Rhea's Turkish branch includes a showroom dedicated to showcasing automatic machines, offering a first-hand experience of Rhea's vision of hospitality. This space is designed as a meeting point for customers and partners, where it will be possible to explore the company's innovative solutions, taste drinks and discover the technologies that enable Rhea to combine quality and sustainability.

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 10 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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