

Rhea and Pop Caffé: the best from Italy for the Bocconi Alumni ClubHouse at the SDA Bocconi Campus in Milan

Rhea takes another step forward in innovation and the promotion of Made in Italy excellence in the hospitality sector with a project developed for Bocconi Alumni in collaboration with Pop Caffé. Thanks to this partnership, Rhea and Pop Caffé will play a key role in the coffee break experience of over 146,000 Bocconi Alumni, offering high-quality espresso and other beverages that combine the Italian coffee tradition with the tastes and preferences of a global community.

This project is not only an opportunity to celebrate coffee as a symbol of Italian culture, but also a chance for Rhea and Pop Caffé to collaborate with one of Italy's most prestigious universities, internationally recognized for its commitment to academic excellence and professional networking.

The multifunctional spaces of the Bocconi Alumni Clubhouse provide a dynamic and innovative environment designed to encourage dialogue and collaboration among alumni, professionals, and leaders from different fields. Within this spaces, Rhea and Pop Caffé offer an innovative and superior coffee break experience. Rhea's elegantly designed machines, harmoniously integrated into the welcoming atmosphere of the space, combined with Pop Caffé's passion for the perfect espresso, ensure an exclusive experience, transforming every break into a moment of pleasure and connection.

'The project developed for Bocconi Alumni in collaboration with Pop Caffé is a perfect example of how design, innovation, and tradition can come together to redefine and elevate the concept of hospitality', explained **Andrea Pozzolini, CEO, Rhea**.

'We are delighted to collaborate with an extraordinary organization like Bocconi Alumni, the beating heart of one of Italy's top universities, and with Rhea, a leading manufacturer of automatic coffee break machines. Through this partnership, we aim to enrich the Alumni experience by offering a coffee that embodies Italian quality and tradition', said **Federica Eterno, Marketing Manager, Pop Caffé**.

Pop Caffè is the renowned brand of **Simfed Srl**, an Italian company with roots in Sicily, specializing in the production of high-quality coffee. It offers a wide range of solutions, including compatible capsules, pods, and coffee bean blends. Born from a passion for coffee and a strong commitment to innovation, Pop Caffè stands out for its focus on taste, sustainability, and customer satisfaction. Thanks to a controlled supply chain and the use of the finest raw materials, the company is now a benchmark in the industry, delivering an authentically Italian coffee experience that meets the needs of every coffee lover. Website: popcaffe.it LinkedIn: Pop Caffè Instagram: Popcaffe_Facebook: Popcaffe

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.

Website: rheavendors.com LinkedIn: [Rhea Vendors Group](#) Instagram: [Rheavendorsgroup](#) Facebook: [Rhea Vendors](#)

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