



## PRESS RELEASE

### **Rhea and CLIP: a bond that grows through talent**

*The 2026 Carlo Majer Prize awarded to the winner of the 12th Portofino International Opera Competition, organised by the Giovanni Bottesini Music Association*

Milan, 21 July 2026 - There are partnerships that arise from shared values and, over time, become a shared path. Such is the case with the bond between Rhea and the Portofino International Opera Competition, which grew out of Carlo Majer's unique combination of artistic sensibility and entrepreneurial drive. This year, that bond is renewed and strengthened with the awarding of the Carlo Majer Prize to the competition's winner.

This collaboration also represents the natural evolution of Rhea's long-standing commitment to supporting culture and music, a commitment the company intends to nurture and expand over time. Today, that legacy has been entrusted to the newly established Carlo Majer Foundation, whose mission is to carry forward those values by promoting talent and creating meaningful opportunities for it to flourish, develop and ultimately become a shared asset for society.

#### **Carlo Majer: a legacy that lives on**

At the heart of this commitment lies Carlo Majer himself, a refined intellectual, music critic and artistic director of some of Italy's most important theatres. He was also an entrepreneur who managed to balance his artistic commitment with his work at the family business, Rhea, which he led for the last 20 years of his life. A man who always cared deeply about young people and the nurturing of talent, he left a profound mark on Rhea's history and identity, instilling a vision capable of uniting business and culture.

The award named after him was established precisely with the aim of carrying that vision forward, transforming it into a tangible opportunity for new generations of opera singers. This path now also includes the recent creation of the Carlo Majer Foundation, which aims to promote and support talent, music and the arts, further strengthening the company's cultural commitment.

*"The fantastic experience we had at CLIP last year was the catalyst for bringing to life a long-held project. Today, with great enthusiasm, that project has led to the creation of a Foundation bearing the name of Carlo Majer: a further, concrete commitment to supporting young talent, so that they may find ever greater opportunities for self-expression and growth in the world of music and culture. At the same time, the Foundation was established with the aim of strengthening and expanding all the local and social initiatives that Rhea has always supported,"* says Andrea Pozzolini, CEO of Rhea and President of the Foundation.

For Rhea, the partnership with CLIP represents an investment in the future of music and the development of young artists. In an international setting such as the Portofino International Opera Competition, where new voices from around the world emerge, supporting talent means contributing to the creation of a dynamic, open and meritocratic cultural ecosystem.

*“We believe that talent needs to be recognised, but also nurtured. Supporting the top prize sends a strong message: we believe in young people, in their abilities and in their development. It is the same approach we adopt every day within the company,”* continues Andrea Pozzolini.

### **When coffee becomes an experience**

What links Rhea to the world of opera is not just a cultural commitment, but also a deep affinity in the way experience is created. Music, like coffee, is made of balance, nuance and interpretation. It is a language that engages the senses and emotions, capable of creating unrepeatable moments.

For this reason, this year once again, Rhea brings its concept of hospitality and its interpretation of the coffee break to the Teatrino in Portofino.

During the final rounds, the jury will be able to sample coffee and other drinks prepared using the rhTT1 machine. Personalised with artwork inspired by Carlo Majer, the machine becomes a symbol of the meeting of technology, design and culture, bringing the link between Rhea's industrial identity and the world of art into tangible form.

### **A shared vision**

Quality, innovation and a focus on people are some of the core values that guide Rhea and align naturally with the spirit of CLIP.

On one side is a company that for over 65 years has interpreted the concept of hospitality through technology-driven, bespoke and design-led solutions. On the other is a competition that serves as an international benchmark for opera and for the discovery of new talent. The two organisations are united by the conviction that value arises from the meeting of expertise, passion and commitment

*“We believe in a future shaped by young artists, fresh interpretations and dialogue between different worlds. A future in which business and culture continue to come together, just as Carlo Majer had envisaged. And in which, between a rehearsal and a performance, even a coffee can become part of a broader experience, one built on talent, beauty and sharing,”* concludes Andrea Pozzolini, CEO of Rhea.

**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 120 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](http://rheavendors.com) LinkedIn: [Rhea Vendors Group](https://www.linkedin.com/company/rheavendorsgroup) Instagram: [Rheavendorsgroup](https://www.instagram.com/rheavendorsgroup) Facebook: [Rhea Vendors](https://www.facebook.com/RheaVendors)  
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