



PRESS RELEASE

Rhea at World of Coffee 2022 with gourmet coffee recipes created with Andrea Lattuada for worldwide consumers.

At MS-D08 booth, Lattuada will prepare the recipes with Rhea's super-automatic machines.

World of Coffee 2022, June 23-25 at MiCo in Milan

20 June 2022 – Rhea's super-automatic machines will be protagonists at World of Coffee 2022 along with Andrea Lattuada, an internationally renowned coffee expert, and a tailor-made recipe tasting program to meet the tastes of international coffee lovers.

"Rhea has been offering vending solutions for over 60 years, focusing not only on the machines, but also on the final product and the personalized experience we can offer the customers. Whether it's an Italian espresso, a cappuccino, an americano or a latte macchiato, our mission is to make the highest quality beverages that interpret our company's values: quality, innovation, tailor-made and sustainability," says Andrea Pozzolini, CEO of Rhea.

The ongoing research into the quality and variety of beverages has led Rhea to collaborate with several coffee experts, including Andrea Lattuada, to create recipes that respect the Italian coffee culture tradition, but are enriched with a touch of innovation and creativity, to meet the tastes and changing consumption habits of customers around the world.

At the Rhea booth, Andrea Lattuada will show visitors the preparation of some gourmet recipes, demonstrating how Rhea's technology and continuous research in experimentation allow each barista to customize their recipes while always keeping high-quality standards.

The machines that will offer this tasting experience at World of Coffee 2022 are:

rhTT1, designed for the hospitality industry, is the perfect combination of design and ergonomics. It features a 7- or 10-inch touch screen that can also be an excellent source of infotainment.

The rhTT1 is equipped with our Varitherm induction heating system, which not only adapts the water temperature to each recipe, allowing even different temperatures in the same drink, but also provides considerable energy savings compared to traditional boiler systems.

When paired with the **Fresh Milk machine rhMM1.V+**, it allows you to create a variety of recipes with both hot and cold milk and even non-dairy milk.

rhTT3.pro, modular and versatile, is the ideal machine for cafés, bakeries, restaurants, hotels, coffee shops and even kitchens, as it can be placed under a cupboard thanks to its wide and low design. It is designed to expand all of its functionalities with "extension kits" that can further increase the capacity of the 4 product containers. What's more, the front and side panels can be customized to achieve an elegant and refined design based on your liking.

***Rhea Vendors Group**, founded by Aldo Doglioni Majer in 1960, is one of the largest producers of customized vending machines in the world. For 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 90 countries around the world.*

In the last twenty years, Rhea has laid the foundations for an important transformation: from a global player in vending to a pioneer in the introduction of vending to the new retail, hospitality and out-of-home sectors, confirming 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 quality of life. rheavendors.com

LinkedIn: [Rhea Vendors Group](#) Instagram: [Rheavendorsgroup](#) Facebook: [Rhea Vendors](#)

For information:

Rhea Vendors Group

Michela Re Dionigi
Marketing and Communications
Tel 02 96655 305
mredionigi@rheavendors.com

ROCK communications

Press office
Alessia Cuppini - 393.9028868
Manuela Roccato - 335.6417846
rhea@rock-communications.it