



PRESS RELEASE

Rhea at FHA HoReCa 2022 with gourmet coffee recipes created with Andrea Lattuada

*The Made in Italy producer of customized automatic solutions
offers a renewed and engaging coffee experience*

From 25-28 October, HALL 2 - booth 2B2-07

October 12th 2022 – Rhea's super-automatic machines will be the protagonists at FHA HoReCa 2022 along with Andrea Lattuada, an internationally renowned coffee expert, and a tailor-made recipe tasting program specifically designed for the Asian market.

"Promoting the excellence of Made in Italy since 1960, Rhea offers vending solutions which focus not only on the machines, but also on the final product and the personalized experience we can offer our customers. Whether it's an Italian espresso, a cappuccino, an americano or a latte macchiato, our mission is to make the highest quality beverages possible that embody 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 renowned 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.

Our commitment to innovation includes both the quality and the experience: Rhea's tailor-made machines offer a multi-sensory experience that engages the consumer through taste, interactivity, entertainment and variety of beverages, with a focus on the growing need to respect the environment and people. Digital and new technologies are central to revolutionising the relationship between man and machine, and you will have the chance to touch and feel it at our booth.

A journey through Rhea's values will reveal our machine range designed to meet today's and future consumer needs for the vending and horeca fields.

Surely, the innovative technology **Varitherm**, an induction heating system, will be the main character of our booth: it 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.

Rhea team would love to see you there.

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.

Sito: rheavendors.com LinkedIn: [Rhea Vendors Group](https://www.linkedin.com/company/rhea-vendors-group) Instagram: [Rheavendorsgroup](https://www.instagram.com/rheavendorsgroup) Facebook: [Rhea Vendors](https://www.facebook.com/RheaVendors)

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