



## PRESS RELEASE

### ***Rheavendors Servomat at Vendtra 2022: new solutions for the Vending and Horeca world between present and future.***

*Rhea's values give rise to the company's storytelling at the fair: Made for You*

*Booth: Area 3, W H025-H033*

Munich, xx September 2022 - The vending world is changing: in recent years, new habits, behaviours and needs have appeared and have evolved, heavily influenced and accelerated by the contingent situation the world has been facing. Vendtra 2022 is the occasion for Rhea to present its vision, strongly projected into the future, and its role as a Made in Italy coffee and vending machine manufacturer.

The concept of Rhea's booth at Vendtra will offer visitors the chance to not only discover new automatic solutions, but also to immerse themselves in a journey through the main values of Rhea: Tailor Made, Quality, Innovation and Sustainability.

*"Made for you" is the precise synthesis of what we do and how we do it. In recent years we have analysed the market, collected data on the customer and consumer experience, and worked on the contamination of different worlds in order to have a broad and concrete observatory of the future needs and trends. Our ability to experiment and customise the solutions we offer our customers is based on this constantly updated observatory, which goes beyond the machine hardware and software. Our mission is the perception of the coffee break experience of every single consumer, everywhere in the world: it is precisely Made for you,"* **explains Andrea Pozzolini, CEO of Rhea.**

*"Vendtra represents the perfect occasion to meet again our customers and present them our new solutions and services",* **affirms Sven Kliebish, Managing Director of Rheavendors Servomat.**

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.

Besides the current Rhea machines range, at Rheavendors Servomat booth, a journey through Rhea's values will reveal the new machines designed to meet today's and future consumer needs for the vending and horeca fields.

**rhTT1**, designed for the ocs and horeca sector, 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 patented Varitherm induction heating system, which not only adapts the water temperature to each recipe, 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.

The machines of the new free standing **rhFS range** are created to be flexible and modular: starting from the button model, you can reach a 32-inch touch screen; all internal components are easily accessible and organized with a semantic system of colors functional to their cleaning and maintenance, ensuring a longer life; they are equipped with the patented Variplus technology, a three-component system - Variflex, Varigrind and Varitherm - which work together to guarantee the ideal infusion pressure, grinding, quantity of water and temperature necessary for the perfect customization of each drink; the touch screens allow you to choose a wide range of recipes and convey images and videos, becoming an excellent source of infotainment; each machine, with an elegant and symmetrical design, is completely customizable with colors, materials and images adaptable to the brand identity of each customer.

***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.*

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

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