



PRESS RELEASE

Rhea Vendors France at Le Forum de la DA 2022: an increasingly multisensory and sustainable coffee experience

New solutions designed to meet today's and future consumer needs for the vending and horeca fields

We wait for you at Deauville from 5 to 8 October.

Paris, xx [October](#) 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. Le Forum de la DA 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.

Rhea is presenting new machines and solutions, suitable for different contexts and aimed at reaching consumers in all possible locations and responding to different demands, placing people at the centre of a personalized experience.

“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” **comments Andrea Pozzolini, CEO of Rhea**

“We are very happy to meet our customers and partners at the Forum de la DA to present the new Rheavendors solutions and to offer them new ideas and tailor-made concepts to play a leading role in a sector, that of automatic distribution, which is undergoing a continuous evolution” **explains Stéphane Hameau Rhea Vendors France.**

Tailor made, Quality, Innovation and Sustainability are the values that have guided the design of the new machines.

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.

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

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