



## PRESS RELEASE

### ***Rhea, 9bar and Fratelli Milano at Sigep with the unique initiative “Design for all” and a specialty coffee competition***

*From 21 to 24 January at the D2/015 stand, visitors will taste a coffee in the dark, stimulating the tactile-olfactory senses, and participate as a jury in a competition among 9 micro-roasters.*

Milan, 13 January 2023 - Rhea, 9bar with its Little Bean roastery, and Fratelli Milano-Italian Coffee will be together at Sigep in Hall D2, to offer visitors a sensory experience, linked to the moment of the coffee break, and a competition among specialty coffees extracted with Rhea's super-automatic machines.

#### **“Design for all” - the centrality of automation**

Inside the stand, a sensory path will be created in the dark, where visitors will be able to enjoy a tactile-olfactory experience: touching the coffee plants and leaves, the beans, the grinding tools, then moving on to grasp the aromatic characteristics of green and roasted coffee, and finally ending with the tasting of a cup of coffee extracted with Rhea's rhTT1 super-automatic machine. All this will be made possible through the *rheability* application, that will allow inclusive interaction.

*“Design for all” is a concept that aims to express how the design and technology of a machine can create a tool that can be used by any user, both professional and non-professional, thanks to the possibility automation gives of customising, and therefore interpreting, every single recipe, adjusting and setting all the parameters that influence coffee extraction, and guaranteeing its replicability. Last but not least, in the concept of 'for all', automation makes it possible to overcome any type of barrier linked to the user's disability, offering them the opportunity to manage activities even in the world of dispensing. The recent project “Seed of Inspiration” for the Bear Paw Café in Shanghai, which enabled visually impaired people to become professional bartenders, also fits into this context.”* Commented **Andrea Pozzolini, CEO of Rhea**

In fact, Rhea, which has always been committed to social sustainability and to fostering the integration of disabled people into the world of work, has developed a coffee machine for the 'Seed of Inspiration' project that has enabled visually impaired brothers Tian Bao and Tian You to realise their dream of becoming baristas. For this project, Rhea provided a machine with a touch panel made up of six raised shapes, each corresponding to a different recipe: a square for espresso, a circle for double espresso, a triangle for Americano, a diamond for room temperature Americano, a star for hot water and a heart for room

temperature water. This is an example and an opportunity for many people to become independent and run their own business.

### **The competition**

With the aim of reinforcing the valuable union between speciality coffees and super-automatic machines, a competition featuring 9 micro roasters will be held at the Rhea, 9bar and Fratelli Milano stand.

From Saturday 21 to Monday 23 of January, the stand will host three micro roasters every day, whose coffees will be extracted with Rhea's rhTT1 super-automatic, and tasted and evaluated by visitors, who will represent the jury and whose vote will contribute 25% to the final score that will later decide the winner.

On Tuesday 24 there will be an SCA judge, Luca Ventriglia (whose vote will count for 40%), on stage, who will lead a jury composed of the same 9 micro roasters: three at a time, in turn, they will taste and give their judgement, which will count for 35%. From the sum of the three scores - from the public of non-experts, roasters and the SCA judge - the top three will be elected.

The final stage will be determined by Ventriglia's experience, who will evaluate them 'in the dark' and decree the overall winner.

*"The competition proposal appealed to the micro roasters, who immediately signed up with enthusiasm: the nine competitors are Ditta Artigianale, Bugan Coffee Lab, His Majesty the Coffee, Gearbox, Il Manovale, Naked Coffee Roaster, La Sosta, Varesina Caffè and Antonelli Specialty Coffees. They will be assisted in the calibration of the coffee machine by a Rhea technician, and it will be interesting to discover how a super-automatic machine can be set up to extract their specialty coffee in the best possible way, guaranteeing for everyone the replicability of the result. It is an experience that looks to the future,"* explains **Andrea Lattuada**, co-owner of **9bar** and creator of the competition.

**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/rhea-vendors-group) Instagram: [Rheavendorsgroup](https://www.instagram.com/rheavendorsgroup) Facebook: [Rhea Vendors](https://www.facebook.com/rhea.vendors)

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