



PRESS RELEASE

Rhea at SIGEP China, between tradition and innovation of the Made in Italy coffee experience

Made in Italy, customisation and the value of time for a quality coffee break in China

Milan, May xx 2023 - Rhea has been one of the main advocates and undisputed interpreter of the Made in Italy Quality Coffee Experience at SIGEP China, which took place from 10 to 15 May in Shenzhen, China's economic and technological engine, widely known as China's Silicon Valley.

In China, which is now undergoing a strong and constant transformation driven by innovation, a new concept of well-being, which aims at enhancing the value of time, environmental sustainability and the quality of people's lives, is emerging, especially in Shenzhen. This apparent contrast between a society that runs fast as innovation, but that revalues attention to the quality of time spent in everyday life, represented an important meeting point with Rhea, confirmed by the turnout and appreciation of visitors for the offer and experience that the company brought to the SIGEP China stand.

One of the undisputed stars was **Kairos**, the award-winning, futuristic concept machine created in collaboration with opera artist Davide Livermore. Kairos, which revolutionizes the standard shapes of vending machines thanks to its exceptional 49-inch screen, took visitors on a multi-sensory journey, filling the time spent waiting for coffee with value and culture, through the imaginative capacity of theatre. Kairos catalysed the attention of the SIGEP audience both for its unique design and the entertainment it offers and, last but not least, for the coffee's in-cup quality.

Another success was for the new machines presented for the first time in China, the **rhFS** free standing and **rhTT** table top family, a perfect combination of design and ergonomics, but also an

excellent source of infotainment thanks to the touch screens that allow a wide range of recipes to be chosen, and images and videos to be broadcasted. Quality product delivery and attention to sustainability complete the main features of these solutions that are already conquering the European market.

*"Chinese consumers, especially young people, are becoming increasingly aware of and attentive to the quality of Made in Italy coffee. The challenge we launched at SIGEP in Rimini with the **Design for all** concept, to demonstrate how Rhea's super-automatic machines are able to extract the best quality even of Specialty Coffee, was also taken to SIGEP China. Its success reveals how coffee taste and experience have evolved to high standards in this country too, confirming our solutions and further boosting the growth of our investment in the Asian region."* Commented **Andrea Pozzolini, CEO of Rhea**

Design for all wants to express how design, as a combination of aesthetics, architecture and technology, can create a machine that can be used by any user, whether professional or not, to make their own product, thanks to the possibility that automation gives to customize, and therefore interpret, each individual recipe, thus guaranteeing replicability.

The Rhea team had the honour of receiving a visit from David Wang, founder of Bear Paw Café, the coffee shop chain that has invested in training disabled people for them to become professional baristas, and Tian Bao, the blind barista who runs the first Bear Paw Café. Rhea, which has always been committed to social sustainability and to facilitating the integration of disabled people into the world of work, has developed the first coffee machine with an interface designed to allow blind or visually impaired people to prepare a coffee by choosing the selections with the touch only.

Rhea also brought to SIGEP an innovative and creative taste experience together with Andrea Lattuada, trainer and coffee expert, and Marco Poidomani, Italian champion of Coffee in Good Spirit 2023, who took Chinese visitors on a journey through Italy, tasting coffee-based cocktails inspired by the typical flavours and aromas of the Italian regions: the *Cacio&Pepe* drink was created for Rome, the capital; *Summer is Magic* was dedicated to Sicily; and *Panettone Espresso* represented Milan.

The fair in Shenzhen was also an opportunity for Rhea to have an important discussion on the theme of new retail, digital transformation and technological and scientific innovation with Cao Saixian, General Director of Shenzhen Foreign Affairs Office, during a meeting attended by Claudio Valdetara, Marketing Director of Rhea, and Luigi Gambardella and Jiao Yu, respectively President and Director of ChinaEU.

***Rhea**, 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. From a global player in vending to a pioneer in the introduction of vending to the new retail, hospitality and out-of-home sectors, Rhea confirms 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.*

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