

THE GROUP





THE RHEA EVOLUTION

Our legacy for the future

Since 1960, Rhea has been promoting the excellence of Made in Italy while breaking new ground to increase the reach and the potential of the vending industry.

With pioneering technologies and fully customizable machines, Rhea has always brought together tradition, innovation, and design without compromising what matters most: premium quality and the sustainability of the entire life cycle of the product.

Because Rhea isn't just thinking about what you want today, but what you may need tomorrow.



THE GROUP

It all started in the '60s

Rhea Vendors Group, founded by Aldo Doglioni Majer in 1960, is one of the largest producers of customized coffee machines in the world.

For more than sixty years, Rhea has stood out for its wide international reach, high-level design, state-of-the-art technology, and Made in Italy excellence.

Having evolved from a global player in vending to a pioneer in its introduction to the new retail, hospitality, and out-of-home sectors, Rhea confirms its mission to interpret and often anticipate a constantly evolving market.





THE WORLD OF RHEA

A planetary presence

With a 100% Made in Italy production and headquarters in Caronno Pertusella (Varese), the company has two production sites in Italy and eleven branches abroad.

With customers in over 100 countries, Rhea exports Italian manufacturing excellence and coffee culture to the world, guiding the vending industry in a continuous evolution towards new services and markets.



EXPERIENCE IS MEANT TO BE SHARED

#QUALITY

Quality doesn't only apply to **products** and **services**, but to the entire **consumer experience** through which **the perception of quality is conveyed**.

Which is why we asked ourselves:

what if the time required to dispense a quality coffee wasn't just waiting around, but actually enhanced **the quality of our valuable time?**

And we answered by transforming the coffee break from a hasty refueling stop into a **perfect moment**, at once stimulating, relaxing and satisfying.





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A UNIFIED SUSTAINABILITY

#SUSTAINABILITY

For Rhea, **sustainability** means **respect for people** and for the **environment**.

We **make ethical choices** regarding our **supply chain** and the **entire life cycle** of our products, with an eye toward minimizing environmental impact and maximising energy savings. Our company uses 100% renewable energy sources and more recyclable/recycled materials than ever.



WE TAKE THINGS PERSONALLY

#TAILOR MADE

For Rhea, **tailor made** means **listening** to all our stakeholders, from the **market** to the **operators** to the **end users**, each of whom has different needs.

Rhea is committed to supply custom machines designed to accommodate not only **different corporate styles** but **different cultural habits** as well, enabling us to deliver a machine **tailored to your brand identity** and the drinks best suited to the preferences of the local consumer.





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FROM TRANSACTION TO INTERACTION

#INNOVATION

Innovation is the driver that ties all of our core values together, from **sustainability** to **quality** to **customization**. Because innovation isn't just a matter of technology, but also of **processes** and **perception**.

Rhea builds machines that **communicate and interact with the consumer**, thus earning their trust and a **strategic tool** for offering **new purchasing options** and **tailor-made** experiences, all backed up, of course, by **cutting-edge technology**.



THE HIDDEN COMPLEXITY BEHIND A SIMPLE MOMENT OF PLEASURE

Our secret formula for a perfect coffee

Our award-winning patented Variplus technology is a system of three components – Variflex, Varigrind and Varitherm – which work together to coordinate the ideal brew pressure, grind, water quantity and temperature, customizing them for each drink within the selections offered by our machines. Unlike traditional coffee machines, Variplus adjusts all factors to make each drink unique, exactly how they're supposed to be made. With Variplus, it's like having a professional Italian barista at your service, 24/7.



ENERGY SAVING

Varitherm. The perfect temperature

Varitherm induction heating system adjusts the temperature of the water to the specific drink recipe requested, even for different ingredients within the same recipe. And because it uses induction technology, it allows you to save more than 70% on energy costs and consumption by comparison to traditional boilers.

FLEXIBLE DISPENSING

Variflex. The perfect brew pressure

Variflex is a self-adjusting brewer featuring a brewing chamber that automatically adjusts its volume to the quantity of milled coffee required by the end user's drink selection, thereby making optimal use of the dose. The interaction between the mechanics and the software ensures the ideal brew pressure, as well as a homogeneous distribution of the grinds.

SMART GRINDING

Varigrind. The perfect grind

Varigrind is a self-adjusting grinder that communicates electronically with the brewer to dispense the grind best suited to the drink recipe selected by the end user, from coarse to super fine. This not only opens up the possibilities for a wider range of drinks, but guarantees that they're made correctly.



TREND & TRADITION

Just as the three primary colors of red, blue, and yellow can be combined to make every color in the spectrum, Rhea's trio of Variplus technologies exponentially increase the 'palette' of coffee recipes you can offer.

Varitherm allows you to dispense different ingredients of the same drink at different temperatures



Milk foam
58°

Espresso
90°

Milk
65°

Variflex allows you to choose among Italian specialties like classic espresso, cappuccino, or other styles like Americano and café crème



Varigrind make it possible to adjust the grind for each individual recipe





CREATIVE COFFEE EXPERIENCE

Elevate your coffee game

Henry Ford famously said, "There is real progress only when the benefits of a new technology are for everyone". At Rhea, technology is an integral part of design, inseparable from creativity. Which is why we invited Paolo Barichella and Andrea Lattuada to develop a series of recipes and techniques to make coffee more creative, using ingredients that one can easily find in a supermarket. People are always eager to try something new, and through our collaboration with Paolo and Andrea, we can offer a unique selection of tasty and healthy recipes to give the coffee ritual a touch of creative flair.

- < **Paolo Barichella. Executive Food Design Advisor**
- > **Andrea Lattuada. SCA trainer and award-winning barista**





BEYOND COFFEE

Bring out your inner barista

“The work of fine-tuning a machine to respond to people’s preferences could be compared to playing a piano. There is a keyboard that you can play boldly or delicately, in line with people tastes”, Carlo Majer once said, Rhea knows that deliciousness cannot be defined by a single criterion alone, so we build machines that consider them all. And when we put our cutting-edge design and technology in the hands of prominent coffee experts like Chiara Bergonzi and Matteo Beluffi, there’s no limit to the possibilities of accomodating the vast range of different international and personal preferences while also respecting the quality of the Italian coffee tradition.

- < Chiara Bergonzi. SCA trainer and Italian Latte Art Champion
- > Matteo Beluffi. Latte Art Champion





THE VALUE OF TIME

Feel each moment with beauty

Kairos is the visionary coffee machine created by Rhea and Davide Livermore to mark the company's 60th year in the business. A limited-edition model that combines fresh-brewed coffee with the value of time, Kairos elevates the coffee break to a moment of beauty and culture. Its deliberately oversized display, paired with an app, enables you to choose your drink using touchless technology and then embark on an experiential journey that makes the most of the most precious resource of all: your time.





EXPANDING BOUNDARIES

Step into another dimension

For the first time in the history of vending, Rhea combines the pleasure of quality coffee, the art of photography, and the beauty of nature with augmented reality technology, transforming the coffee break into a portal to an immersive, multisensory experience. Designed by photographer and activist Simona Ghizzoni and opera director Davide Livermore, Monolite is entirely sheathed in backlit glass panels that bring Ghizzoni's photographs of the Tevere-Farfa nature reserve to three-dimensional life.

In 2022, Monolite received the prestigious Good Design Award, an international prize established in 1950 by the legendary architect/designers Eero Saarinen and Charles and Ray Eames. "The Good Design Award attests to our commitment to creating products that not only deliver a service, but also become vehicles of communication, enriching the daily ritual of the coffee break while reminding us of the fragile beauty of nature" - **Andrea Pozzolini, CEO of Rhea.**

THE COLLECTION



rhea  / Tabletop

rhTT1

rhea  / rhTT1



rhTT1.v+
available in black or inox
7" touch screen (optional 10")
up to 48 direct selections
variflex brewer
varitherm induction heater
up to 5 canisters



rhTT1.e
available in black or inox
7" touch screen (optional 10")
up to 48 direct selections
1 boiler 500 cc
variflex brewer
up to 5 canisters



rhTT1.i
available in black or inox
7" touch screen (optional 10")
up to 48 direct selections
1 boiler 3,4 lt
up to 6 canisters



rhea  / Tabletop

rhTT3

rhea  / rhTT3



rhTT3.pro
4,3" multicolor display
capacitive keyboard - up to 12 direct
selections
4 canisters with the possibility of extension





rhea  / Tabletop

rhea Business Line



rhea BL eC
3,5" color display
capacitive keyboard - 12 direct selections
variflex brewer
up to 3 canisters variflex



rhea BL grande
3,5" color display
capacitive keyboard - 12 direct selections
variflex brewer
up to 5 canisters variflex



rhea BL vho
visible hopper
3,5" color display
capacitive keyboard - 12 direct selections
variflex brewer
up to 5 canisters



rhea BL doppio&cup
3,5" color display
capacitive keyboard - 12 direct selections
variflex brewer
up to 6 canisters
cup dispenser



rhea  / Tabletop

laRhea V⁺



laRhea V+ eC
3,5" colour display
capacitive keyboard - 12 direct selections
variplus technology
1 grinder
up to 3 canisters



laRhea V+ grande
3,5" colour display
capacitive keyboard - 12 direct selections
variplus technology
1 grinder
up to 5 canisters



laRhea V+ grande premium
7" touch screen
up to 48 direct selections
variplus technology
1 grinder
up to 5 canisters



laRhea V+ grande 2 premium
7" touch screen
up to 48 direct selections
variplus technology
2 grinders
up to 5 canisters



laRhea V+ doppio&cup
3,5" colour display
capacitive keyboard - 12 direct selections
variplus technology
1 grinder
up to 6 canisters
cup dispenser



rhea  / Tabletop

rhea
COOL



rhea COOL AQUA
purified & carbonated water
3,5 colour display
4 water direct selections



rhea COOL AQUA PLUS
purified & carbonated water + concentrates
3,5" color display
2 flavours



rhea COOL MIX
purified water + instant powders
summetime drinks
3,5" color display
3 canisters



rhea COOL MIX
purified water + instant powders
smoothie drinks
3,5" color display
3 canisters

rhea  / Milkmachine



rh**MM** range



rhMM1.v+
pairable with Rhea Induction machines
color black
power 24V*



rhMM2.v+
pairable with Rhea Induction machines
Integrated cooling unit - 4l capacity
refrigerated gas R600
color black
power 24V*



rhea  / Freestanding

rhFSrange



rhFS1.buttons
selction keyboard
up to 16 direct selections
variflex brewer
1 boiler or Varitherm
1 grinder
up to 2 cup turrets
up to 8 canisters



rhFS1.touch 21,5
21.5" touch screen
up to 64 direct selections
variflex brewer
1 boiler or Varitherm
1 grinder
up to 2 cup turrets
up to 8 canisters



rhFS2.touch 24
24" touch screen
up to 64 direct selections
variflex brewer
2 boilers or Varitherm
up to 2 grinders
up to 2 cup turrets
up to 9 canisters



rhFS2.touch 32
32" touch screen
up to 64 direct selections
variflex brewer
2 boilers or Varitherm
up to 2 grinders
up to 2 cup turrets
up to 9 canisters



rhea  / Freestanding

luce zero



luce zero.0
 capacitive keyboard
 16 selections
 variflex brewer
 1 boiler
 1 grinder
 up to 7 canisters
 1 cup turret



luce zero.1
 capacitive keyboard
 24 selections
 variflex brewer
 1 boiler
 1 grinder
 up to 8 canisters
 1 cup turret



luce zero.2
 capacitive keyboard
 24 selections
 variflex brewer
 varitherm induction heater
 up to 2 grinders
 up to 9 canisters
 2 cup turrets
 optional lid dispenser



luce zero.premium
 15" monitor
 capacitive keyboard
 24 selections
 variflex brewer
 varitherm induction heater
 up to 2 grinders
 up to 9 canisters
 2 cup turrets
 optional lid dispenser



luce zero.touch
 touch screen
 up to 64 selections
 variflex brewer
 varitherm induction heater
 up to 2 grinders
 up to 9 canisters
 2 cup turrets
 lid dispenser

rhea  / Freestanding

luce zero
snack





luce zero side snack
 slave machine
 capacity up to 1120 products
 up to 8 shelves x max 7 spirals each
 refrigerator unit R290
 FTCA - LED
 flexspir



luce zero snack
 12 buttons capacitive keyboard
 4,3" color display
 capacity up to 1120 products
 up to 8 shelves x max 7 spirals each
 refrigerator unit R290
 FTCA - LED
 flexspir



luce zero air snack
 12 buttons capacitive keyboard
 4,3" color display
 capacity up to 1120 products
 up to 7 shelves x max 7 spirals each
 refrigerator unit R290
 FTCA - LED
 flexspir
 lift to sell fragile products



luce zero snack.touch
 32" touch screen
 up to 48 selections
 capacity up to 1260 products
 up to 7 shelves x max 9 spirals each
 refrigerator unit R290
 FTCA
 flexspir



luce XL6 multishop
 24 buttons capacitive keyboard
 display 16x2
 capacity up to 1680 products
 up to 14 shelves x max 6 spirals each
 refrigerator unit R290
 FTCA - LED
 optional flexspir

rhea  / Freestanding

snack
saphirh

Loi Rhea
Hotel Coffee Shop

*Hotel
Boutique*



*Lobby
Gift Shop*

*SPA
Beauty Kit*

*Floor Service
Convenient Store*

*Easy Hotel
Self Service so*



saphirh 6/6/31
 480x272 pixel color display
 capacity up to 840 products
 up to 7 shelves
 max 6 spirals x shelf
 refrigerator unit CO2
 FTCA - LED
 vivilight



saphirh T 6/6/32
 7" touch screen
 capacity up to 840 products
 up to 7 shelves
 max 6 spirals x shelf
 refrigerator unit CO2
 FTCA - LED
 vivilight



saphirh 8/6/43 C
 480x272 pixel color display
 capacity up to 1120 products
 up to 7 shelves
 max 8 spirals x shelf
 refrigerator unit CO2
 FTCA - LED
 vivilight



saphirh T 8/6/43 C
 7" touch screen
 capacity up to 1120 products
 up to 7 shelves
 max 8 spirals x shelf
 refrigerator unit CO2
 FTCA - LED
 vivilight



saphirh T 10/6/55C
 7" touch screen
 capacity up to 1400 products
 up to 7 shelves
 max 10 spirals x shelf
 refrigerator unit CO2
 FTCA - LED
 vivilight



saphirh shop T 8/144
 7" touch screen
 capacity up to 384 products
 8 floors
 refrigerator unit CO2
 vivilight



SKY IS THE LIMIT



NEW HORIZONS OF HOSPITALITY

The Coffee Landscape

“How can we rethink the social experience around coffee?” This is the question we always ask ourselves before embarking on a new project, because building machines is just part of what we do. Our larger mission is to provide tailor-made hospitality solutions that ensure the best possible experience of the coffee ritual. When we asked that question to visionary architects Carlo Ratti and Italo Rota, they came up with a solution that harnesses Italy’s design legacy and our 60 years of manufacturing experience.

The Coffee Landscape is an open-plan coffee station with three dispensing outlets surrounded by modular triangular poufs of variable height and position, so that coworkers face each other as they select, dispense, and enjoy their coffee. The organic arrangement of the modules echoes the ebb and flow of natural terrain, which by extension encourages the flow of conversation, ideas, and friendships.



Built to
Simplify

Consume
Anywhere

Modernize
at Scale

Café





ARMANDO CANELLI
man collection



F/W 2023

rhea
coffee & milk station



ARMANDO CANELLI
woman collection



rheavendors group 

www.rheavendors.com