



rhea 🔘

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, buwhat 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 trasforming 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.

WETAKE 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 accomodate 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.





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.

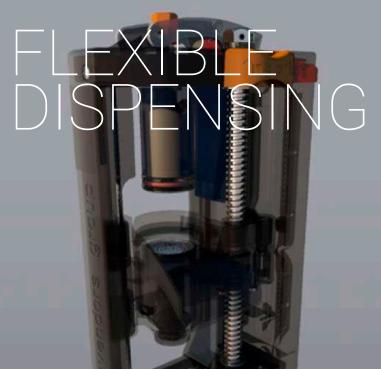


rhea O VARIPLUS TECHNOLOGY



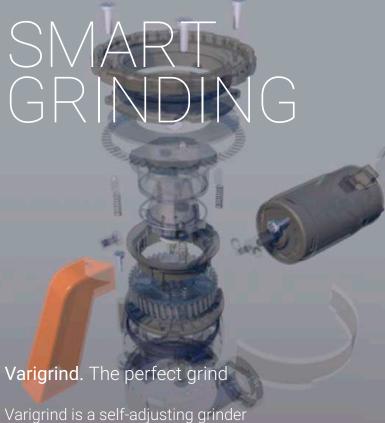
Varitherm. The perfect temperature

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.



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.



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.

rhea 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°

Espres 90°

Mill 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





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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



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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.





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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.





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rhTT1

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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



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rhTT3

rhea 🔘 / rhTT3



rhTT3.pro

4,3" multicolor display capacitive keyboard - up to 12 direct selections

4 canisters with the possibility of extension





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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





3,5" color display capacitive keyboard - 12 direct selections variflex brewer up to 6 canisters

cup dispenser



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laRhea V*





3,5" colour display capacitive keyboard - 12 direct selections variplus technology

1 grinder up to 3 canisters

laRhea V+ eC



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



3,5" colour display capacitive keyboard - 12 direct selections variplus technology

1 grinder up to 6 canisters cup dispenser



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rhea COOL

rhea 🔘 / rhea COOL











rhea O / Milkmachine

rhMM range

rhea 💿 / Milkmachine







rhea / Freestanding

rhFSrange

rhea / 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 O / Freestanding

luce zero

rhea / luce zero

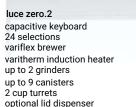


up to 7 canisters

1 cup turret









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

rhea / 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

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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





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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.







rheavendors group O www.rheavendors.com