

Loi Rhea
goes Coffee Shop



The rheavendors staff at the EuVend Tradefair
Cologne Germany - May 2019



New solutions for new habits

Today, the increasingly rapid and strong pace of innovation made possible by digital technology has generated phenomena such as globalization and cross-cultural contamination which continually reshape our lifestyles and the spaces in which we live and work.

Once well-defined contexts such as bars, restaurants, hotels, showrooms, shops, public spaces and workspaces are undergoing a process of profound mutation characterized by a strong reciprocal contamination.

People conduct their daily lives in a seamless mix of public and private spaces that require solutions capable of adapting to new and overlapping functions, which in

turn create a demand for products whose design must be both practical and innovative in terms of form, materials, ease of use, and ergonomics.

Rheavendors responds to this challenge by offering new solutions: the *laRhea goes Coffee Shop*, a perfect mix between in-cup quality and innovation technology. Through our collaboration with prominent coffee experts, Rheavendors has fine-tuned some new blends that follow the Italian coffee tradition while also respecting different international tastes.

Moreover, the combination of specific products with new consumer habits and locations is the heart of 7 concepts developed by the company.





la Rhea
macchine per caffè - milano



During the week of "Fuorisalone" which ran from April 9th to 14th in the heart of Milan, rheavendors presented "Cappuccino vero o tradizionale?"

In the "Fuorisalone-D Food Design" event, Matteo Beluffi, Latte Art champion, along with his brother and pastry chef Dario reinterpreted the original recipe for cappuccino vero by modifying the sequence of coffee and milk dispensing.



tradizionale

laRhea
goes Coffee Shop

Italian coffee culture

The Tradizionale concept is redefining a format where the absolute star is coffee, meant as a beverage but also as an ingredient for other recipes like cappuccino, prepared according to traditional recipes and methods under the guidance of "Maestri Baristi" of proven excellence.

The flavor and know-how of the Tradizionale recipes confirm two fundamental aspects of rheavendors' philosophy: in-cup quality and technological innovation, exemplified by our variplus technology, are the true pillars of laRhea's "Made in Milano" machines.



The laRhea V+ grande premium



Espresso Napoli



Moccacino 1987



Cappuccino Vero



Latte Macchiato Trinity





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*Chiara Bergonzi, trainer SCA and Italian Latte Art Champion
R&D center in rhavendors - September 2019*

Coffee culture beyond the boundaries

"The work of fine-tuning a machine to respond to all people's preferences could be likened to a piano. There is a keyboard and you play it strongly or lightly, in line with people's preferences. Our machines make such freedom and precision possible" **Carlo Majer.**

Deliciousness cannot be defined by a single criterion alone. Each country has its own unique taste and this means that coffee machines are required to be able to mimic a barista and provide fine-tuned, customized cups of coffee.

Thanks to laRhea you can now offer coffee recipes tailored to local preferences and adapt them to a wide range of international tastes. This unique proposition is composed of: laRhea V+ grande 2 premium equipped with V+ technology combined with our fresh milk module that will enable you to achieve the desired in-cup quality.



laRhea V+ grande 2 premium and modul<on cappucino



Espresso El Salvador



Coffee Night Tokyo



Kaffee Schwarz Berlin



Cappuccino Grand Cru



Double Shot Cappuccino NY



Latte Les Alpes



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*Paolo Barichella, Executive Food Design Advisor,
while presenting some special coffee recipes with laRhea
machines at Sigep 2020.*



Gourmet Coffee Experience



make coffee more creative

Henry Ford famously said, "There is real progress only when the benefits of a new technology are for everyone". For Paolo Barichella, Food Designer, who earned Honorable Mention for the Compasso d'Oro Award, technology is an integral part of design, inseparable from creativity.

In that spirit, he worked with our technology to develop a series of recipes and techniques to make coffee more creative and more interesting, using ingredients that one can easily find in the supermarket. Sure, Italian coffee is one of the world's favorite drinks, but people are always eager to try something new.

Here, then, is a unique selection of tasty and healthy recipes to lend the coffee ritual a touch of creative flair.



The laRhea V+ grande 2 premium



Superhealth

- espresso ristretto
- ginseng powder
- a bit of ginger and turmeric powder on top



Milkoffee

- salted milk powder
- espresso ristretto
- plus cocoa and icing sugar on top



Chocoffee

- chocolate powder ristretto
- espresso ristretto



Chocomilk

- milk powder ristretto
- chocolate powder ristretto
- cocoa powder on top





CoCo

laRhea

goes Coffee Shop

The key to making your business more attractive

Coffee is not enough.

In fact, coffee accounts for only 26% of what consumers want from a drink station.

Combining any of the COOL range machines together with either the laRhea V+ eC model or the eC BL, CoCo enables you to cover a far higher share of consumer needs.

Of course, coffee consumers still want to make their own choice: espresso, cappuccino, latte macchiato, moccacino, café au lait, etc., and all this must be top-quality.

But they want even more freedom of choice, and that's what CoCo is all about. 12 hot recipes and 4 water-based drinks to cover the remaining 74% of market demand.



The CoCo, a coffee-and-cool fully automatic drink station



Water



Essence 1



Essence 2



Espresso



Cappuccino



Latte Macchiato

COOL



Cool range



Coffee is not enough

Coffee is the world's first and favorite energy drink. But the body needs other important sources of energy like vitamins, minerals and natural sugars in order to maintain a proper metabolic balance.

The rhea Cool range makes all this possible.

This unique proposition offers a wide and complete range: rhea COOL AQUA dispenses pure filtered water, while the rhea COOL ACQUA PLUS dispenses pure filtered water PLUS two refreshing syrup-based drinks; rhea COOL MIX supplies the largest variety of healthy water-based powder products to complement coffee consumption and keep you feeling your best.

Because life is all about balance.



The rhea COOL family machines



Water



Water
+
2 Essences



Water
+
Summertime Coffees



Water
+
Fruity Smoothies

BUSINESS LINE



Instant Quality



Quality into Diversity

Depending on the location, speed becomes a crucial value.

Whether it's a high demand breakfast location or a crowded office, an instant coffee machine gives you the possibility of offering top-quality coffee in a faster way, combining speed and convenience.

With rhea Business Line you don't need to choose.

Thanks to its unique brewer technology, these machines can dispense both a fully instant and a bean-to-cup drink offering a range of international coffee specialties: from Italian espresso to a long "to go" coffee, fresh ground or instant, regular or decaf, premium or standard, with fresh or powdered milk, with or without lactose, and any combination thereof.



ginseng



coffee



topping



lactose-free milk



choco



tea



The rhea BUSINESS LINE eC and grande

BUSINESS LINE



Coffee Corner station



Great coffee anywhere, anytime

Rheavendors Coffee Corner Station is the perfect solution for non-attended locations such as self-service areas, convenient stores or petrol stations.

Integrated with a coin-return mechanism and combined with our modul<on range, our rhea Business Line Doppio&Cup machine can become the complete "to go" solution, offering a wide selection of coffee drinks up to 300 cc.

Top-quality coffee 24/7.



The rhea BUSINESS LINE doppio&cup



TO-GO
Petrol Stations



Self Service
Automatic cup drop



Retailing
Convenient Stores



Payment



rheavendors group 



Hotel Boutique



A new retail experience

Rheavendors Hotel Boutique solution is focused on delivering the best retailing experience 24/7.

Thanks to the new range of large-capacity snack machines, you can diversify the hospitality services in your hotel lobby, convenience store, SPA or gift shop.

Multishop machines are capable of delivering up to 84 product selections per 1680 product capacity, making them always ready to sell.



LOBBY
Gift Shop



SPA
Beauty Kit



FLOOR SERVICE
Convenient Store



The LXL6 multishop and the snack saphirh



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La Rhea

la Rhea
Caffè Espresso
Power Point
Tassa
espresso
3 gr
Cappuccino
Latte
Cappuccino
Cappuccino
Cappuccino
Cappuccino
Cappuccino
Cappuccino

la Rhea
Caffè Espresso

la Rhea
Tradizionale

Coffee Corner Furniture



Your Coffee Shop anywhere, anytime

As shown for the first time at our stand at EuVend 2019, the Coffee Corner Furniture offers a brand-new level of customer experience.

Rheavendors designed 3 different models with diverse features, which are built on the concept of modularity:

WOODY – compact coffee shop

JANUS – whatever you want it to be

ECO – simple, sustainable, smart

They are conceived with several illumination options to highlight your products and your brand, and to embed technical features such as cables, water tanks and modul \langle on cups.

What's more, the Coffee Corner Furniture is easy to ship, carry and assemble, which puts the customer immediately at ease.



WOODY



BRAND



ECO



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