



## PRESS RELEASE

### **Rhea at Sigep 2024: Bridging the gap between exceptional coffee and environmental and social responsibility**

*Visit the Rhea stand (Pavilion A2 - stand 022) to explore the intersection of hospitality and sustainability*

Milan, 18 January 2024 - [Rhea](#) returns to Sigep in Rimini, taking the opportunity to promote the culture of solidarity and environmental and social sustainability. The stand, in addition to showcasing the company's coffee machines, will host the second edition of the microroaster competition. Additionally, there will be two areas dedicated to [Medicins Sans Frontières](#) (MSF), an international humanitarian organization, and [Nzatu](#), an Impact Company operating in sub-Saharan Africa, to document their commitment to people and the environment.

During Sigep, Rhea will unveil MONOLITE for MSF, a new version of the company's concept machine that interprets the theme of social sustainability. Created by Rhea to depict the work of MSF through the power of images, MONOLITE becomes a powerful tool to convey a message of solidarity and highlight the efforts of those who provide medical relief and assistance where the right to care is not guaranteed.

The second organization featured at the Rhea stand is Nzatu, which, in cooperation with the [Global Conservation Corps](#) (GCC), offers training and support to small farming families engaged in the production of honey and coffee beans while also protecting wildlife and biodiversity in sub-Saharan Africa. With their newly acquired skills, farmers can increase their production and income capacity, which is crucial for the economic and social development of this area. Rhea supports the initiative to train future new coffee workers by providing a super-automatic machine equipped with a modular trolley which facilitates its mobility within the different communities where Nzatu and GCC operate.

*"We strongly believe that the synergistic unity of people is an important driver of development. At a time of social and environmental crisis such as the one we're currently experiencing, we believe it makes sense to bring a message of solidarity even to a successful trade fair like Sigep, while at the same time offering visibility to organizations like MSF and Nzatu, who are committed on a daily basis to supporting the most vulnerable among us", explains Andrea Pozzolini, CEO of Rhea.*

## Speciality coffee competition 2024

Rhea's stand will host the second edition of the *Design for All* competition, organized in collaboration with Andrea Lattuada, co-owner of 9bar, which this year will once again feature 9 microroasters. During the first three days of the fair, visitors will be able to sample specialty coffees extracted with Rhea's rhTT1 super-automatic in rotation. On Tuesday the 23rd, a jury comprised of the roasters themselves and an SCA judge will decide the winner of the second Rhea specialty competition.

*"The competition aims to give roasters visibility and, at the same time, demonstrate the ability of our super-automatics to also serve as an ideal tool for extracting specialty coffees, guaranteeing the replicability of the result, both in terms of characteristics and in-cup quality",* comments Andrea Pozzolini.

**Medicins Sans Frontieres (MSF)** is an independent international medical humanitarian organization that provides medical assistance to people affected by conflict, epidemics, disasters, or exclusion from healthcare. The teams are made up of tens of thousands of health professionals, logistics and administrative staff, most of them hired locally. The actions of MSF are guided by medical ethics and the principles of impartiality, independence, and neutrality. Founded in 1971 in Paris by a group of journalists and doctors, MSF has grown into a global movement of nearly 68,000 people with projects in more than 70 countries, including Ukraine, Afghanistan, Yemen, Gaza, and many other overlooked emergencies.

**Nzatu** ("Ours" in the local Zambian language, Nyanja), is an Impact Company created in Zambia by two sisters, Gwen and Denise Jones. Nzatu promotes regenerative agriculture in harmony with Nature, with three main goals: 1) Social impact through the support of several small local farming communities in Africa to generate a sustainable long-term economy and connect them to the international markets, 2) Wildlife and biodiversity conservation in collaboration with knowledgeable organizations, and 3) Climate change mitigation through intercropping and forestation.

**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 100 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 coffee break moment.

Website: [rheavendors.com](https://rheavendors.com) LinkedIn: [Rhea Vendors Group](#) Instagram: [Rheavendorsgroup](#) Facebook: [Rhea Vendors](#)

For more information:

### Rhea Vendors Group

Marketing and Communications  
Michela Re Dionigi  
Tel 02 96655 305  
[mredionigi@rheavendors.com](mailto:mredionigi@rheavendors.com)

### ROCK communications

Press office  
Alessia Cuppini - 393.9028868  
Manuela Roccato - 335.6417846  
[rhea@rock-communications.it](mailto:rhea@rock-communications.it)