



CHRISTMAS 2016 ARRIVES WITH VENTUNO

THE FIRST CHRISTMAS PANETTONE COLLECTION FROM THE INNOVATIVE STARTUP VENTUNO WILL FEATURE PANETTONE FROM BRONTE AND OTHER FLAVOURS.

A delectable food box inspired by the flavours of Sicily, ready for order beginning 5 December 2016, from the premier e-commerce website devoted to gourmet food and wine from Italy's twenty (plus one) regions.

MILAN | 8 NOVEMBER 2016. This year Christmas arrives with Ventuno. Ventuno is the premier e-commerce website for gourmet products of the highest quality, offering the opportunity to take a culinary journey of discovery into the flavours of Italy's twenty (plus one) regions, assembled in an elegant design-inspired box made out of silkscreened birch.

To celebrate the holidays, Ventuno, the innovative startup backed by G-2-Startups, a Startup Italia partner, has created the Panettone Christmas Collection, a refined Christmas food box dedicated to all lovers of authentic food traditions, with an extra Mediterranean touch.

From charming Bronte, home to the celebrated green pistachio (Pistacchio Verde DOP), comes the panettone of the Panettone Collection: 750 grams of velvety delight covered in white chocolate icing, concealing a triumph of candied berries inside.

The candied berries are made with full respect for artisanal methods, faithful to recipes handed down by families living on the slopes of Mt. Etna, itself home to Vincente Delicacies, producer of the jam made from Sicilian strawberries (260 grams).

Rounding out the selection of flavours for a completely Italian – and very Sicilian – Christmas is a Christmas classic: Moscato. Ventuno has chosen Petali, a sparkling wine redolent of its terroir, from the winemaker Casa Vinicola Fazio, in Erice.

"The Panettone Christmas Collection is our way of celebrating the first year of our innovative startup," explains Ines di Franco, founder and CEO of Ventuno, who has personally selected these products. "We aim to offer our clients a 'tailor-made' service, a made-to-order box, in which they can experiment with flavours, making their own selections with guidance from chefs and other members of our staff."

Like all of Ventuno's design-inspired boxes, the Panettone Christmas Collection box is fashioned from birch tinted grey and silkscreened in a vintage style, and is hand-made by a workshop of Italian artisanal box makers in business since 1958.

The first tastes of the Ventuno Collection are already available for pre-order online and can be acquired by sending an email to info@ventunoitaly.com, with delivery guaranteed by Christmas 2016.

And this is just the beginning: Ventuno intends to continue its culinary voyage, venturing into Tuscany and Piedmont, as always, in the name of "Italianness," with a regional focus, uniqueness and personalisation.

Price: 59.90 euros

Further information on [iPressLive](#).

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VENTUNO (ventunoitaly.com) is the premier e-commerce website for high-quality food and wine that offers the opportunity to set off on an experiential taste voyage, with products sent direct to customers in an elegant design-inspired box. Ventuno was founded by Ines Di Franco, the startup's 40-year-old CEO. She has a degree in tourism economics from the university in Bologna. She also has worked for Gualtiero Marchesi in Paris, and she founded her own restaurant in that city as well. After eight years, at the end of 2014, she returned to Italy with a dream inspired by the things customers in Paris would ask her about how they could get authentic Italian products delivered directly to their homes. This is how the innovative startup Ventuno – the number of regions in Italy, plus one – was founded, along with Ines' sister Valentina Di Franco, marketing manager for Vogue Italia. In 2015, G2-Startups (g2-startups.com), a business accelerator and StartupItalia partner, served as the incubator for Ventuno. Ventuno (ventunoitaly.com) became a limited liability company (s.r.l.) in July 2015. □

G2-Startups (www.g2-startups.com) is a startup and business accelerator with the mission of supporting business development mainly by using startups as drivers of innovation. G2 began in 2011 and has been evolving ever since. The company brings together the professional experience of Massimiliano Gilardi, who worked for 22 years in investment banking and financial consulting, and Roberta Gilardi, who has worked for 25 years in industry and services and is an expert in strategic innovation, marketing and business. In 2016, the original G2 accelerator development project caught the attention of SO.GE.FID., Società Generale Fiduciaria e di Revisione, a company that has been on the market for more than 40 years. What's more, this project was an especially perfect match for the skills of Luigi Passeri, the CEO of the SO.GE.FID. trust company. Together, they have founded G2- Startups srl, which, along with its role as a startup accelerator with a growing portfolio, plans to offer high-level services, formats and solutions so that businesses of all sizes can innovate. Its products are meant to help boost to the process, offer skills training, work in-depth on business models, favour guided "cross-pollination" between businesses and startups and develop entrepreneurial spirit.

Futher information on iPressLive .

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