



## THE EXCITEMENT OF A CULINARY VOYAGE THROUGHOUT ITALY TWENTY-ONE WAYS TO SAVOUR IT

**MILAN OCTOBER 2016.** Ventuno is a startup funded and accelerated by G2 Startups (g2-startups.com), a business accelerator and Startup Italia partner.

**Ventuno is the premier e-commerce website for high-quality food and wine**, born of the specific desire to offer a voyage of discovery into the most remarkable Italian flavours and to assemble them in a precious high-design box fashioned exclusively for Ventuno by master artisans.

"Italy in its entirety direct to your home" is what Ines di Franco – CEO of this "Made-in-Italy" project, which she developed along with her sister, Valentina – aims to offer.

Ines, who has a background in tourism economics and has worked in the award-winning world of Parisian gastronomy alongside Gualtiero Marchesi, has aimed to create a food box inspired by refined flavours, inside which you'll find mouth-watering Italian products, which are otherwise unavailable and unknown to the public.

Valentina, who is Marketing Director for *Vogue Italia* and *Glamour* at Condé Nast Italy, has brought a touch of glamour to the project.

And thus the Ventuno all-black food boxes have been created. And much like the little black dress, they go with everything. The boxes contain any of a variety of menus or delicious delights, provided the products are 100% Italian in origin and of the highest quality.

To inaugurate this voyage of discovery, Ventuno proposes three initial concepts highlighting the flavours of the first two regions they've selected: Sicily and Puglia.

These are JOY, the food box created with an eye to providing everything you need for a classy aperitif, ENCHANTMENT, whose contents have been hand-picked for an intimate dinner with loved ones, and finally, WHIMSY, an indulgence for those who love giving into the temptation of a delicious dessert, enjoyed either alone or with others.

After these first tastes already available online, 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.

"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," Ventuno concludes.

### Ventuno

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