

VENTUNO

ITALIAN REGIONAL
FOOD EXPERIENCE



VENTUNO Experience Box Multisensory harmony

VENTUNO is an **all-women Italian start-up** providing its clientele with **a unique taste of Italy's culinary heritage**. Our Experience Boxes for the three classic, convivial moments – aperitif, lunch/dinner and dessert – are hand-crafted from sustainable wood.

Eco-friendly and elegant, each is a veritable gourmet's treasure chest enclosing the finest **regional wine & food specialties**: products and ingredients that hail from certified crops, boutique estates and master craftsmen, expertly paired for an immersive experience of the aromas and flavors of Italian tradition and terroir.

VENTUNO is **the doorway to your journey through the diverse landscapes and territories of Italy**; a **tour** that will engage **all five senses**, from palate to sight, thanks to the special viewer and **Virtual Reality**.



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VENTUNO BOX Wine & Dine Experience

The joy of an aperitif as you relax at the end of your day, the charm of a refined Dinner, or the whim of yielding to a sweet temptation.

Italian moments to share with your friends and family, or a special gift for your corporate clients.

Each Italian Region has its own soul and flavours, which VENTUNO concentrated for you in a prestigious wooden box, handmade by an Italian artisan, which can be purchased online and delivered to your door wherever you are in the world.

Ideal for a precious gift to surprise and enthuse, or to create the right atmosphere for a delicious sharing opportunity.

With VENTUNO Beauty and Taste merge harmoniously for an authentic Italian experience in great style.



Market Focus



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Market Focus Italian Food & Wine Industry in the world

The Italian cuisine and food market is in constant growth both in terms of online purchase as well as eno-gastronomic tourism.

Gourmet tourism in Italy is worth: **26 billions euro/year***

42 billion euro of Italian food was exported in the world in 2018, which is constantly growing: +6,6% in the first two months of 2019

13,7 millions foreign tourists who visited Italy for its food and wine excellence

750 millions consumers worldwide who buy Italian food online

+260% in the last 10 years is the **food + wine exports in China**. Asian markets are particularly interested in Italian food and experience.



*Source: Fiera Milano Spa e Osservatorio Bit/Bocconi 2018

**Source: Bit 2018; DHL e Agroalimentare News 2017

VENTUNO Experience Box Enjoy a VR Tour of Italy

Virtual Reality will be increasingly adopted by consumers and it is estimated to be worth 95 billions dollars by 2025 *



VENTUNO Experience Box is designed to recreate an **authentic experience of Italian cuisine** and to re-live the most enjoyable moments of your holiday or to get a foretaste of your **tour in the most enchanting destinations in Italy** with the **VENTUNO's Multimedia content** and our coordinated **VENTUNO VR glasses**.

VENTUNO Business Services





Worldwide delivery
Single destinations/bulk orders or multiple destinations (must be scoped out and may impact on costs and delivery timing)

Bespoke Packaging
Wooden or cardboard boxes; gift bags made of paper or textiles; tailor made packaging in any size and according to clients requirements and specs.

Enter your message
Possibility of inserting your promotional and messaging material inside the package



Co-Branding
Add your logo and personalised message on your packaging

Products choice
Upon request and based on minimum quantity we provide any food/wine combinations according to clients requirements (dimensions, theme, budget, preferred food/wine selection, etc).

Supplies for Catering and Events
We can supply all our products for your catering, for dinners, aperitifs, promotional events or other special occasions of your company



VENTUNO Services for Luxury Tourism Sector

Reward for Loyalty Programmes

Create your VENTUNO Experience box to reward your most loyal guests within your loyalty scheme

Exclusive Welcome Kit for your Guests

A bespoke selection of products and personalised box/gift bag to welcome your guests in perfect Italian style

VENTUNO Private Bar Selection

To give a touch of class to your room service or private bar selection (for free or as an extra)

Affiliate Marketing Programme

Logo VENTUNO on your website or marketing material at your reception / in room / in villa. In exchange for 15% commissions on successful sales traced via your ecode on our VENTUNO e-shop.

B2B Channel Clients and Prospect

VENTUNO works with Key Players of the Luxury Tourism sector for **Private Bar, Yachting Provisioning; creates bespoke packaging and special Gift boxes and Rewards** within Loyalty Programmes and Memberships; provides **Welcome Kits, Gift Bags,** and other tailor made services according to the client's requirements.

LUXURY
RETREATS

acquisita da



BOAT
International



onefinestay

acquisita da



TGH



Retail Study Phase in Progress



2020

We will begin a new feasibility study for the development of a direct B2C **retail channel** which will combine latest technologies, **Virtual Reality and Augmented Reality** with food/wine **tasting experience**

Objective

To start with a first **“Experiential Format Ventuno”** direct point of sale and then create a franchising network in Eu and Asia-Pacific region to follow

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