

READY-TO-USE ARTICLE · MEDIUM VERSION (~600 WORDS) · EDITORIAL/FOOD

UOVVO, the gastronomic discovery engine that turns search into experience

Summary: Arriving in summer 2026, the project that aims to position itself as an international reference for Italian food. Free search, visual flow, AI narrative, free publishing and optional sales for producers. And a parallel channel on Telegram and WhatsApp.

Searching for food online today often means scrolling through a list of links. UOVVO starts from a different idea. A gastronomic discovery engine that connects Italian food producers with the world, conceived as a reference in Italy and for international audiences to find and purchase Italian products directly from the people who make them. The official launch is scheduled for summer 2026. UOVVO is a project by Christian Bagutti, an entrepreneur with an editorial background and founder of the magazine Case Style RE. A path that shows in the project's approach, where content is not an accessory but the heart of the visit.

Search becomes experience

On UOVVO you type what you want, even a free-form phrase. Instead of links, a continuous flow of products, recipes and producers appears, to explore by scrolling cards on the screen. An interface that adopts the social scroll logic to restore a dimension lost in generalist search. Discovery. You come in to look for one thing, you leave having discovered many more.

Every search is accompanied by AI-generated content that doesn't just show results but explains them. If we search for pasta alla carbonara we don't only find who makes it or its ingredients, but the history of the dish, its territorial origins, pairing suggestions, nutritional values. The same goes for an oil, a wine, a cheese. The AI also recognises the visitor's language and adapts the content, making the experience accessible to international audiences.

Searching on UOVVO means meeting producers that traditional search engines leave in the shadows. Here, scrolling becomes discovery.

A model designed for producers

UOVVO's position towards Italian producers is clear. Publishing is free and there are no registration costs. Each producer chooses how to be present, they can keep their page as a showcase, to be

discovered and receive direct contacts, or activate direct sales on UOVVO, with a small commission on sales.

Each producer has access to a complete dashboard, designed to be simple and immediate. With one click you publish, update, manage offers and the public page. Within the same dashboard, optional marketing tools are available, activated whenever deemed useful. UOVVO's economic model also relies on add-on services in freemium mode, such as professional product photography, premium placement and dedicated promotional tools. A choice that keeps value on the side of those who produce.

TASSAGGIO, an invitation to taste

Alongside the site comes TASSAGGIO, the service offered by UOVVO on its Telegram and WhatsApp channels, reachable directly from the site's home page. Producers offer their products at tasting prices reserved for channel subscribers, in offers limited in time and quantity. The idea echoes the dynamics of trade fairs.

It's not just a discount. It's an invitation.

For producers it's a way to win new customers through tasting. For buyers it's discovery, just like at a fair.

A growing market

UOVVO enters a favourable context. Italy's Food & Grocery e-commerce sector is worth 4.9 billion euros, up 7 per cent year on year, driven by local, organic and quality products (Osservatorio eCommerce B2C, Netcomm and Politecnico di Milano).

The site is accessible at www.uovvo.com. Registration for producers and users is open, currently in demo version with limited features.

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