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UOVVO, the gastronomic discovery engine turning search into experience

Searching for food online today often means scrolling a list of links. UOVVO starts from a different idea. A gastronomic discovery engine connecting Italian food producers with the world, designed as a reference in Italy and internationally for finding and purchasing Italian products directly from those who make them. The official launch is scheduled for spring 2026. UOVVO is a project by Christian Bagutti, an entrepreneur with an editorial background and founder of the magazine *Case Style RE*.

Search becomes experience

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

Every search is accompanied by AI-generated content that doesn't just display results, it explains them. Search *pasta alla carbonara* and you find not only who makes it, but its history, territorial origins, pairings, nutritional values. The AI also recognises the visitor's language, making the experience accessible to international audiences.

Searching on UOVVO means meeting producers that traditional search engines leave in the shadows. Quality Italian companies without the SEO power to emerge remain unknown. Here, scrolling becomes discovery.

A model built for producers

UOVVO's position is clear. Publishing is free and no sales commissions apply. A producer creates their page, uploads products, receives visibility and direct contacts. All without middlemen taking a cut.

Producers access a complete dashboard, simple and immediate. One click publishes, updates, manages offers and public page. Optional marketing tools can be activated at will. The business model relies on add-on services in freemium mode such as professional product photography, premium placement and dedicated promotional tools. A choice that shifts value from sales to support.

TASSAGGIO, an invitation to taste

Alongside the site runs TASSAGGIO, UOVVO's service on Telegram and WhatsApp channels, accessible from the homepage. Producers offer their products at tasting prices reserved for subscribers, in time-limited and quantity-limited offers. The idea echoes industry 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, like at a trade fair.

A growing market

UOVVO enters a favourable context. The Italian food e-commerce market has surpassed three billion euros, with steady growth driven by local, organic and quality products (*eCommerce B2C Observatory, Netcomm and Politecnico di Milano*).

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