

PRESS RELEASE · PRE-LAUNCH SPRING 2026

UOVVO, the gastronomic discovery engine of Italy that produces goodness

A meeting point between Italian food producers and the world looking for them. This is the goal of UOVVO, the first gastronomic discovery engine designed to find and purchase Italian food products directly from the people who make them.

The official launch is scheduled for spring 2026. A growing number of producers from across the country have already joined.

A new search experience

UOVVO combines the logic of a search engine with a social-scroll experience. Search "I feel like a light meal today": you'll see recipes and the products to make them, just one click away. Explore products, territories and producers by scrolling cards on the screen. Not a list of links, but a continuous stream to discover.

Every search is accompanied by AI-generated content that doesn't just show results, it explains them: history, origin, pairings and nutritional values. The AI 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."

For producers: free access, no commissions

UOVVO was built with a clear position towards Italian producers. Publishing products is free, and no commissions are charged on sales. Each producer manages their own presence independently through a simple and immediate dashboard.

The business model is based on add-on services in freemium mode, such as professional photography, promotional tools and premium placement. A choice that shifts value from sales to support.

TASSAGGIO, an invitation to taste

Alongside the main site, UOVVO launches TASSAGGIO, the service running on its Telegram and WhatsApp channels. Producers offer their products at tasting prices, in limited quantities for a limited time.

"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.

The founder

UOVVO's founder is Christian Bagutti, an entrepreneur with a background in marketing, design and editorial journalism, founder and director of the national magazine *Case Style RE*. Based in Piacenza, Italy, his experience across these fields gave him a vision of the relationship between content, identity and reader community that he now brings to UOVVO.

Market context

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

Availability

UOVVO is accessible at www.uovvo.com. Registration is open for both producers and users. Currently running in demo version with limited functionality.

PRESS CONTACTS

press@uovvo.com · www.uovvo.com · [linkedin.com/company/uovvo](https://www.linkedin.com/company/uovvo)