

PRESS RELEASE · PRE-LAUNCH SUMMER 2026

UOVVO is born, the gastronomic discovery engine of the 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 summer 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" and 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 too.

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

For producers: free publishing and optional sales

UOVVO was built with a clear position towards Italian producers. Publishing products is free. Each producer chooses whether to keep their page as a showcase, at no cost, or to activate direct sales on UOVVO with a small commission. Everything is managed independently through a simple and immediate dashboard.

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

TASSAGGIO, an invitation to taste

Alongside the site comes TASSAGGIO, the service active on UOVVO's Telegram and WhatsApp channels. Producers offer their products at tasting prices, in limited quantities and 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, just like at a 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. From Piacenza, his experience in these fields has given him a vision of the relationship between content, identity and reader communities that he now brings to UOVVO.

Market 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 (Source: Osservatorio eCommerce B2C, Netcomm and Politecnico di Milano).

Availability

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

PRESS CONTACTS

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