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# *CUCINONE*

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Il piacere dei sapori



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# Vision

We want to be a values-led business that promotes and sells the best food products.

Through our business we want to contribute to:

- The enjoyment and pleasure that first class food can bring to people;
- Spreading the knowledge about these products and safeguarding their existence;
- Maintaining the biodiversity, by promoting and making small scale produced foods available to consumers outside the production zone;
- Defend sustainable agriculture.

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# Core values

We believe that:

- Traditional values regarding food contributes to human happiness
- Maintaining the biodiversity is essential
- Sustainable agriculture is the only right way to produce food
- A sound financial basis of profitable growth gives the freedom to fulfil our vision
- Business plays a central role in society and should improve the quality of the community

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# Strategy

Our strategy will focus on:

- giving detailed background information about the products (*storytelling*)
- learning how to transform the products into wonderful, simple food (*cooking*)
- letting people discover the unique taste of the products (*tasting*).

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# Products

In order to qualify as an “honest food product”, a product has to be:

- *traditional*, i.e. having his roots well established in culinary history;
- produced in a *clean* way that is sustainable and does not harm the environment, animal welfare or human health;
- of high *taste* quality;
- produced on a *small scale*;