

Technological innovation for the defence and promotion of Italian wine&food heritage



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Authentico



Deutsch-Italienische
Handelskammer
Camera di Commercio
Italo-Germanica

In Italy for thirty years under the Borgias they had warfare, terror, murder and bloodshed but they produced Michelangelo, Leonardo da Vinci and the Renaissance.

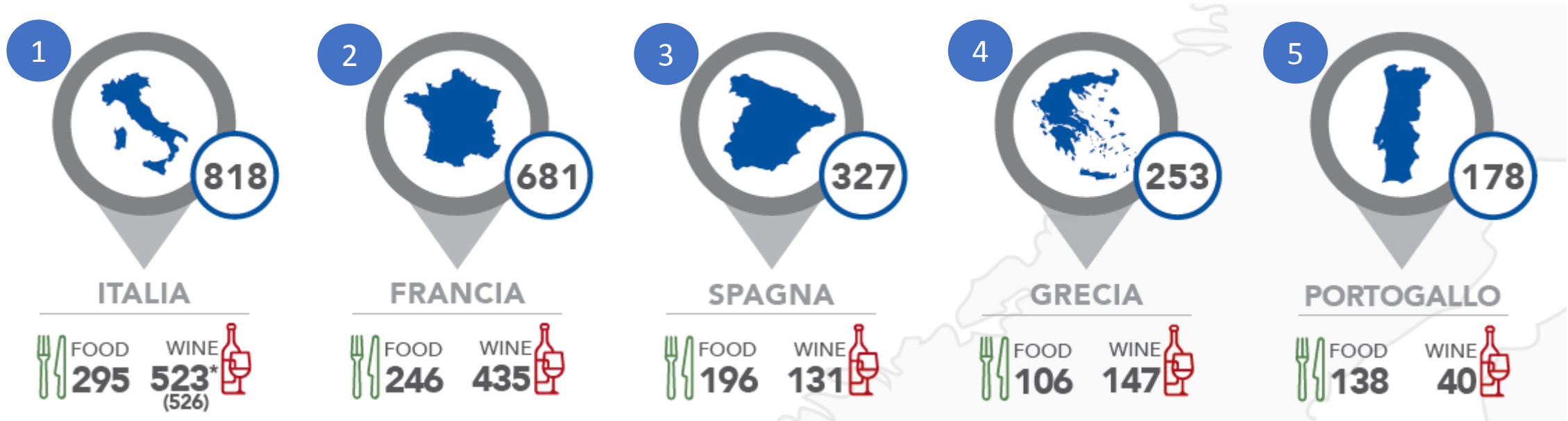
In Switzerland, they had brotherly love; they had five hundred years of democracy and peace and what did that produce?
The cuckoo clock.

Orson Welles, *The Third Man*, 1949





/Italy is the world leader by number of products certified by European Geographical Indication



Source: Report Ismea-Qualivita 2017



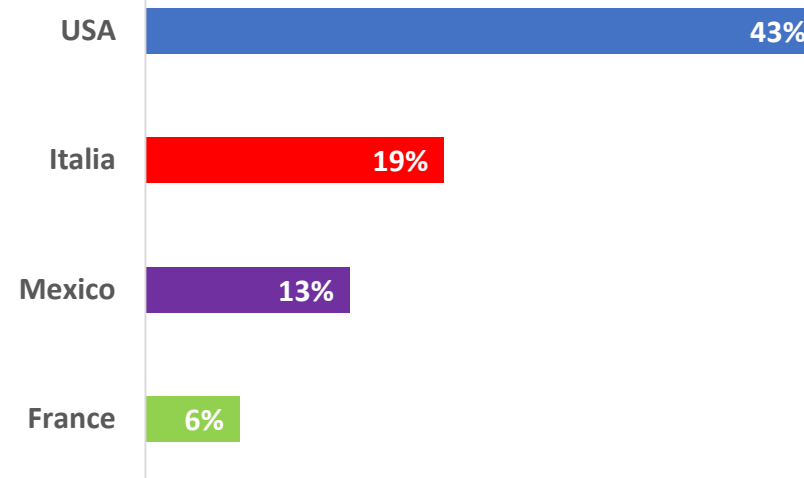
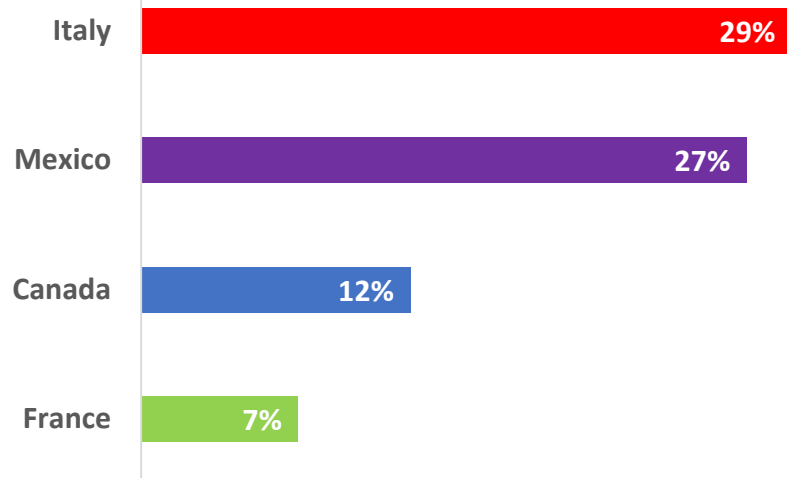
/ huge number of wine & food certified by European GI Quality labelling



Source: Report Ismea-Qualivita 2017



/the most searched stranger food in North America



Source: Survey Agrifood Monitor Nomisma US & CANADA consumer – first reply



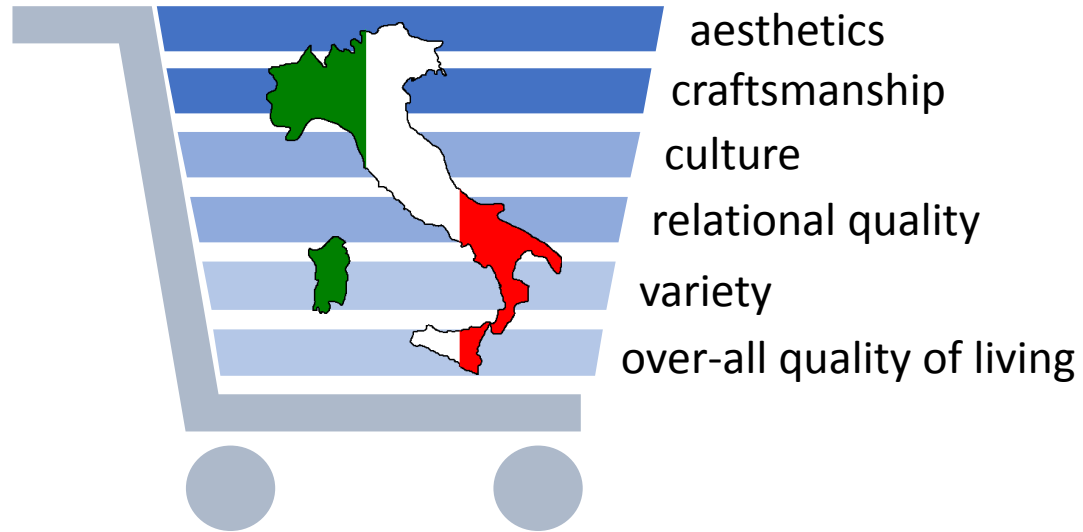
/Italy is the first incoming destination in the world for food



Italy is the mecca of the greedy travelers. 49% of international tourists are moved from the throat: choose the destination not more, and not only by location but for what there you can taste.



/the positive attributes of Made in Italy products perceived abroad

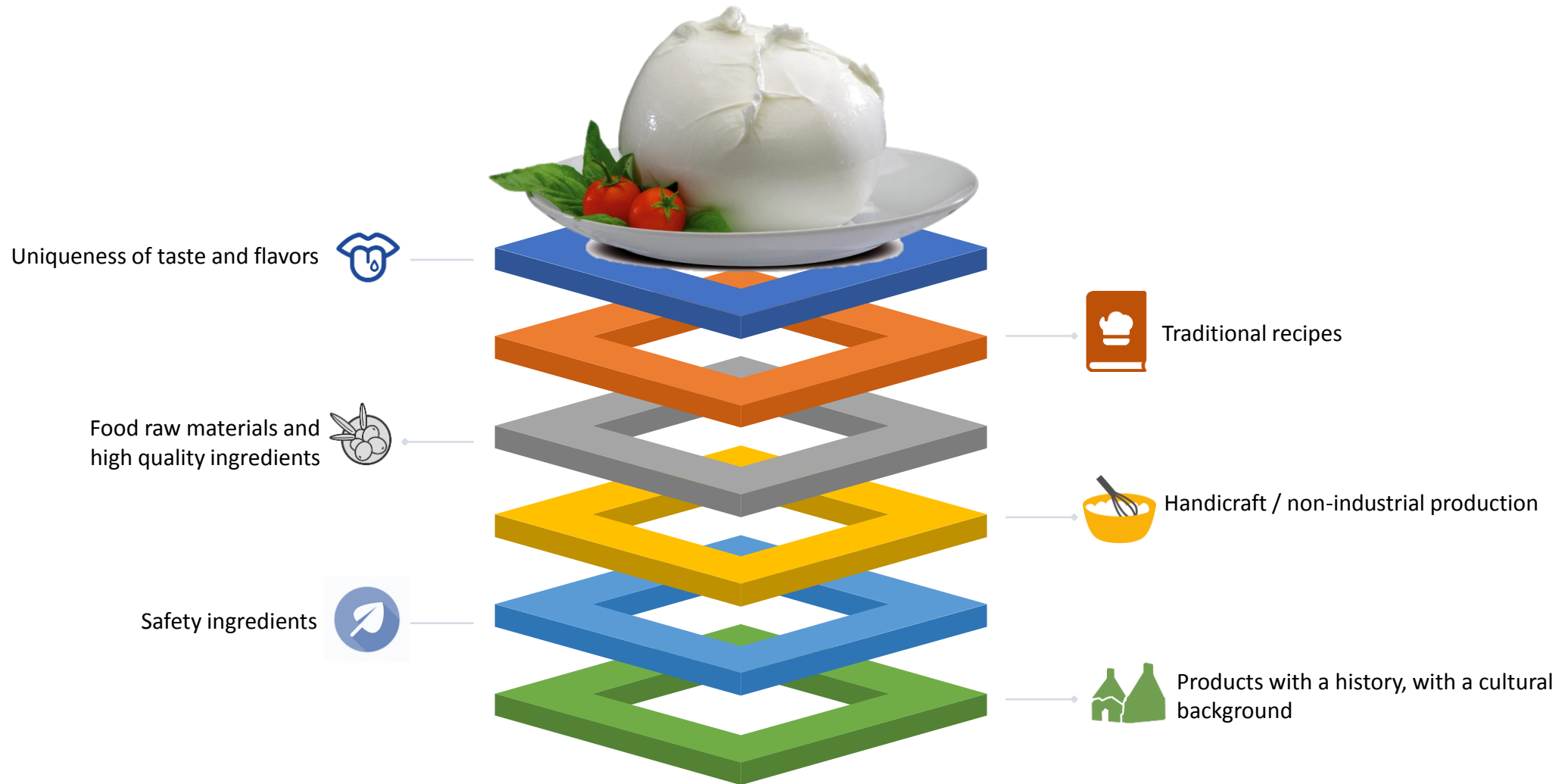


Food
Fashion
Furniture

ITALIAN WAY OF LIFE



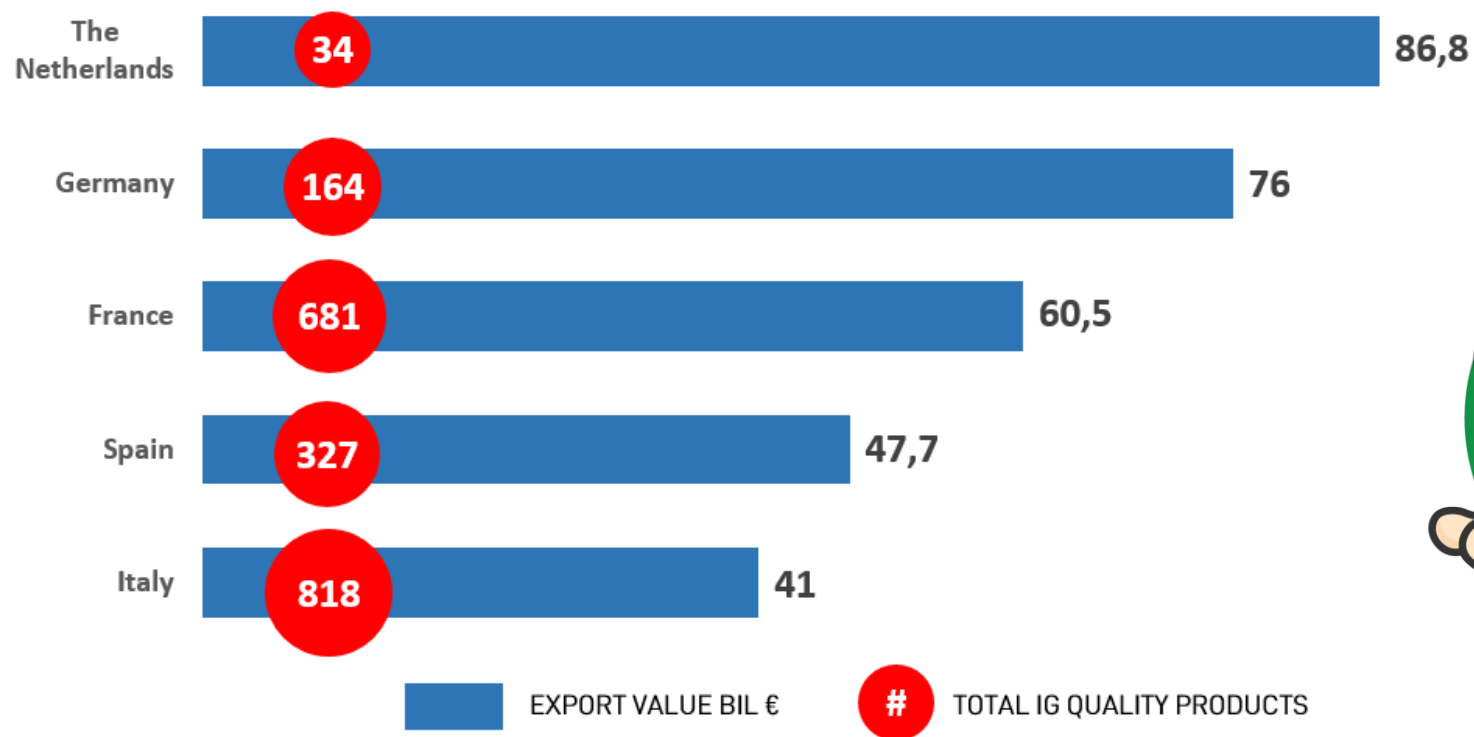
/Italian food perception





/despite we are not the first in the ranking of food exports

EUROPEAN TOP EXPORTERS - WINE FOOD & SPIRITS (2017)

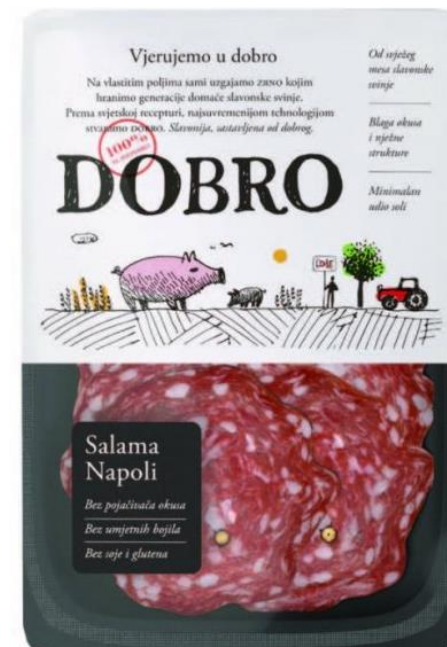


Source: Ismea – Federalimentare 2017



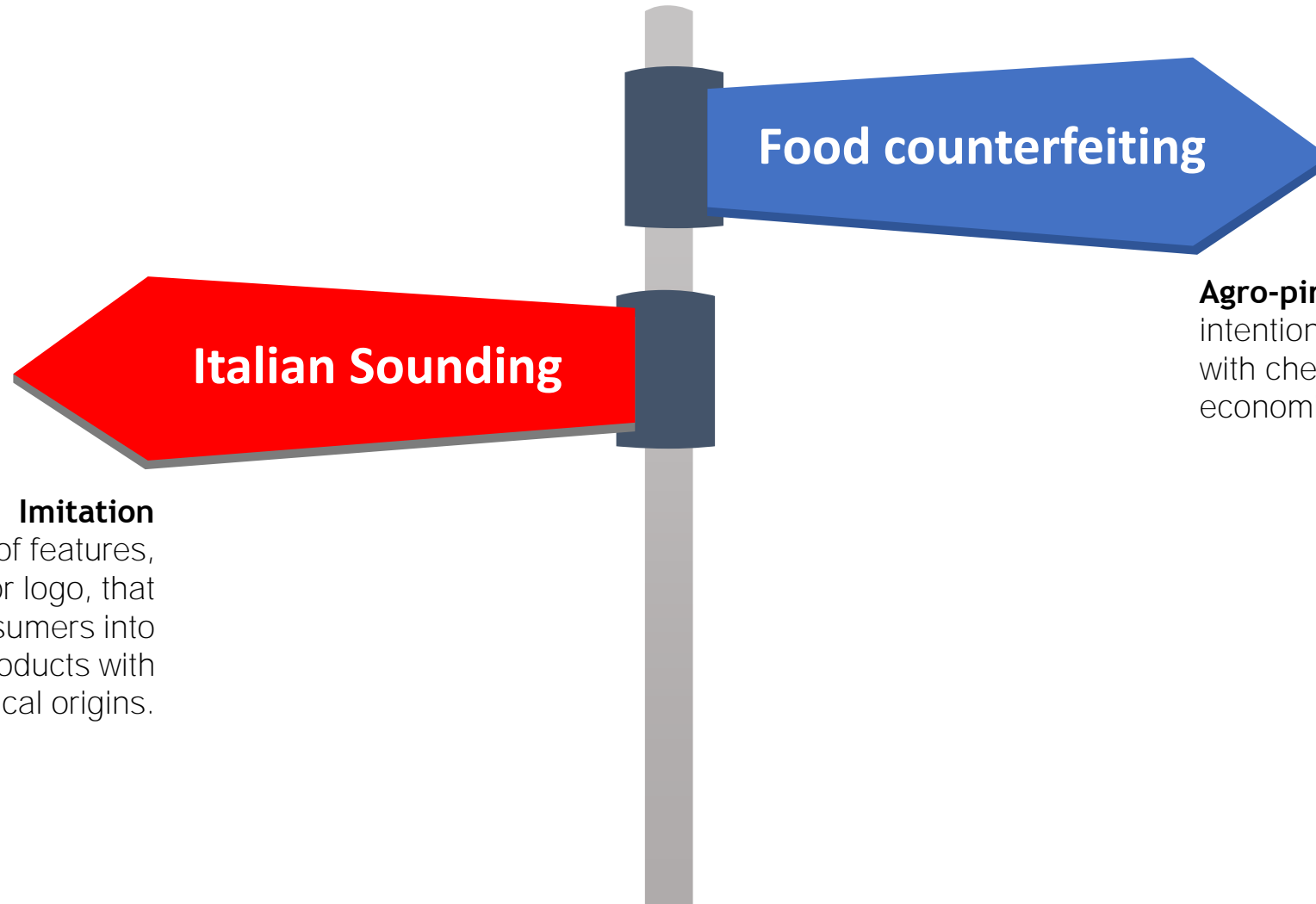
/the problem of the counterfeiting in food sector (“Italian Sounding” fake food)

The worldwide growing demand for Italian wine & food is picked up by cunning foreign manufacturers who sell imitations using labels, symbols, colors or images on the packaging able to suggest the “Made in Italy” of the ingredients, recipes, brands or production processes, when in reality they are made abroad





/a subtle difference



Imitation

the false attribution of features, such as name or logo, that mislead consumers into associating the products with specific geographical origins.

Agro-piracy

intentional adulteration of food with cheaper ingredients for economic gain



/difference awareness in a buying fake fashion and food



fashion

food



those who buy fake fashion
products usually are aware

those who buy fake food don't
know it, but they are deceived



/purchasing process



BRAND

PACKAGING

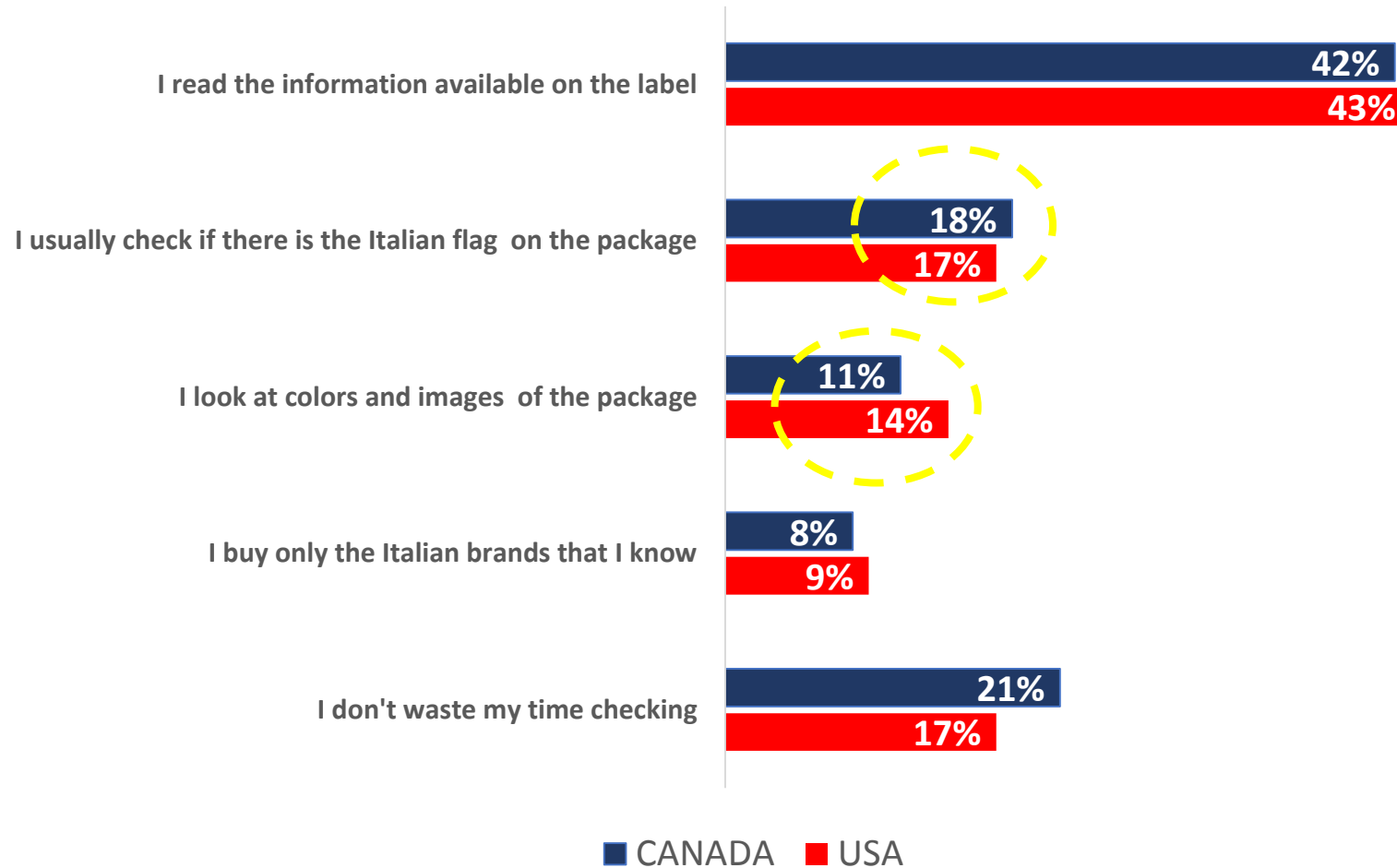
PRICE

OTHER FEATURES

COUNTRY-OF-ORIGIN



/what a consumer looks at before buying a product



Source: Survey Agrifood Monitor Nomisma US & CANADA consumer



/Made in Italy halo-effect

The **halo-effect** is known as a cognitive bias in which an observer's over-all impression of a person/brand/product influences the observer's feelings and thoughts about

The COO effect (made in image) is a psychological effect describing how consumer's attitudes, perceptions and purchasing decisions are influenced by products' country of origin labelling





/imitation scenario



Imitation	Category	Forms of Imitation Illegal Cases	Non-Illegal Cases
Fake Made in Italy (counterfeit)	Brand	Wherever it is registered	if not registered
	Design, model, registered recipe	Wherever it is registered	if not registered
	Made in Italy	In Italy	Difficult to pursue
	Quality IG Label (PDO-PGI)	Within the EU, and countries with bilateral accords in act	Many countries
Italian Sounding	Italian words - Italian surnames - Brands registered outside Italy - Company names - Product names		Everywhere, except where it can be misleading
	Italian flag and/or proper names of Italian geographical locations (both in Italian or translated)		Everywhere, except where it can be misleading
	Referring to as "Italian Style"		





/a different approach



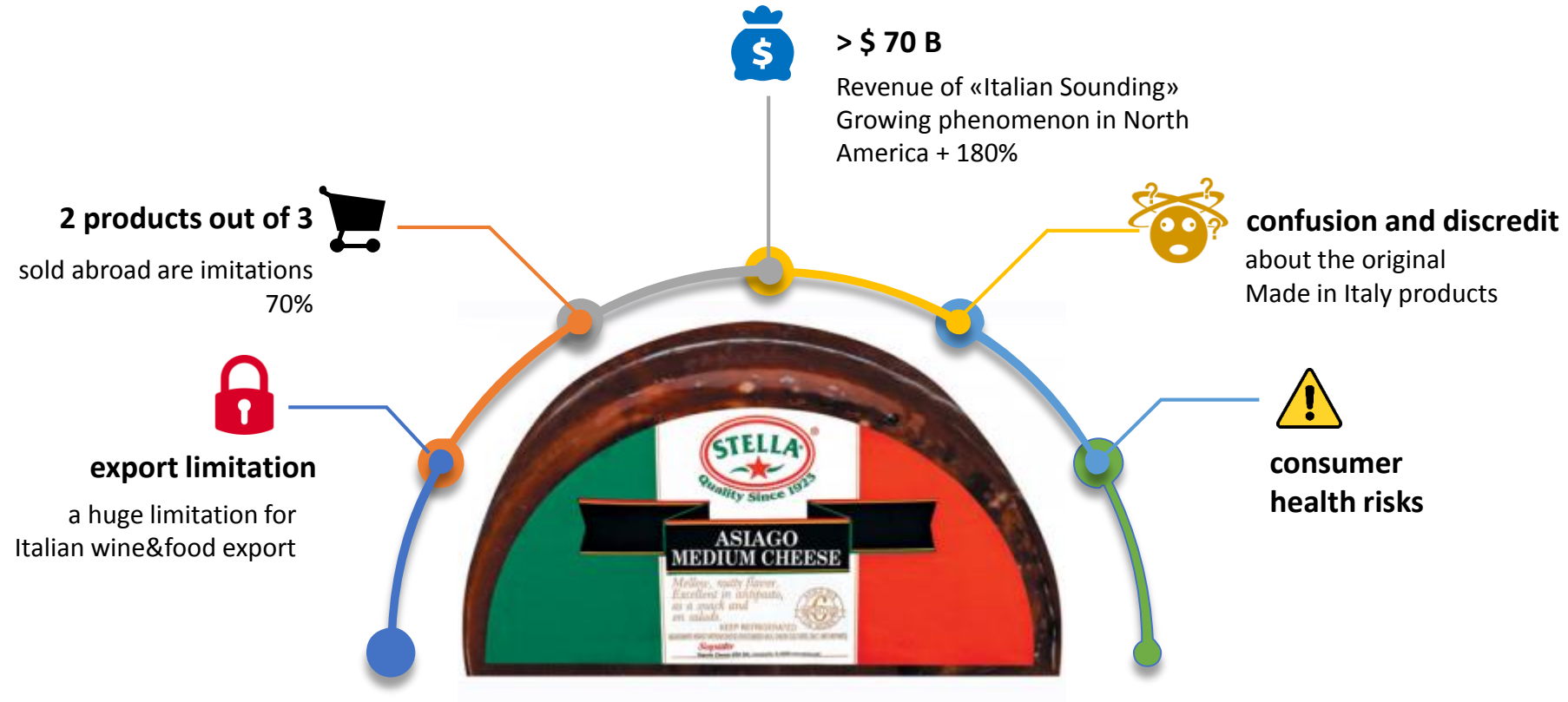
North America
No protection IG label



Europe (except Italy)
IG label protected







/the Italian sounding phenomenon outcomes



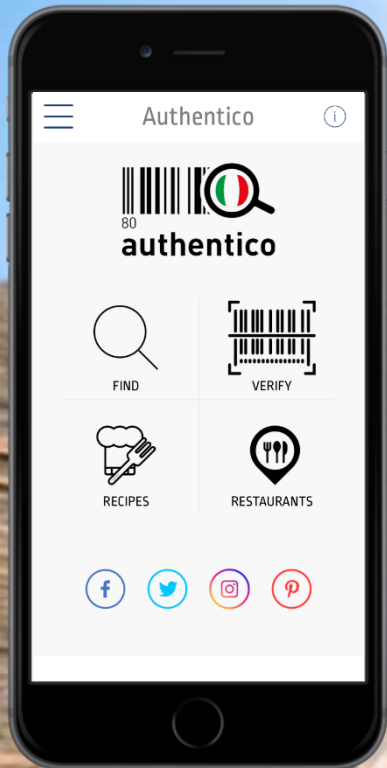


/technology solution approach

Features	 Bar code	 QR-Code	 Smart-Tag	 Blockchain
always available on the packaging	✓	✗	✗	✗
easy to implement	✓	✓	✗	✗
easy to communicate	✓	✓	✓	✗
not requires modification of the label	✓	✗	✗	✗
not requires a investment or label extra cost	✓	✓	✗	✗
100% anti-counterfeiting security	✗	✗	✓	✓



/introducing authentico, our innovative solution



The best free app to help consumers recognize the authentic Italian food everywhere and to support Italian wine&food companies to sell more abroad



Technological innovation for the defence and promotion of Italian wine&food heritage



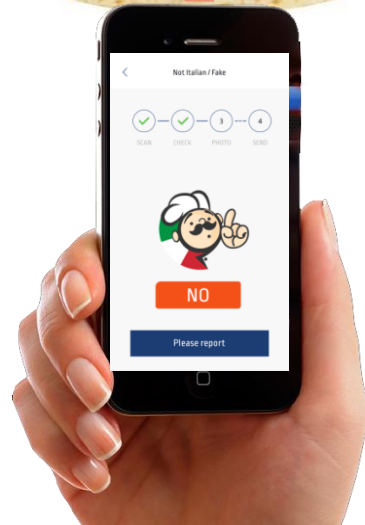


/60 sec video



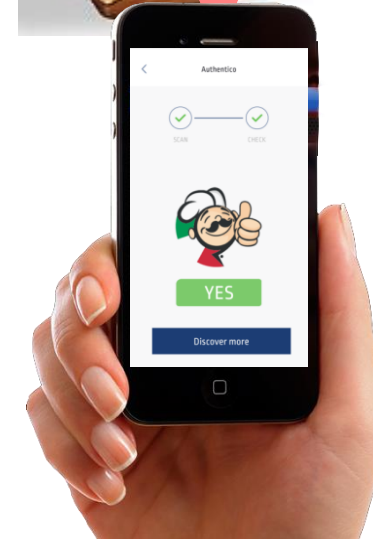


/ how does it work ?



Thanks to the simple scan of the barcode available on the package,
(or the original logo of the manufacturer in the next version),
it is possible to recognize if the product is Made in Italy

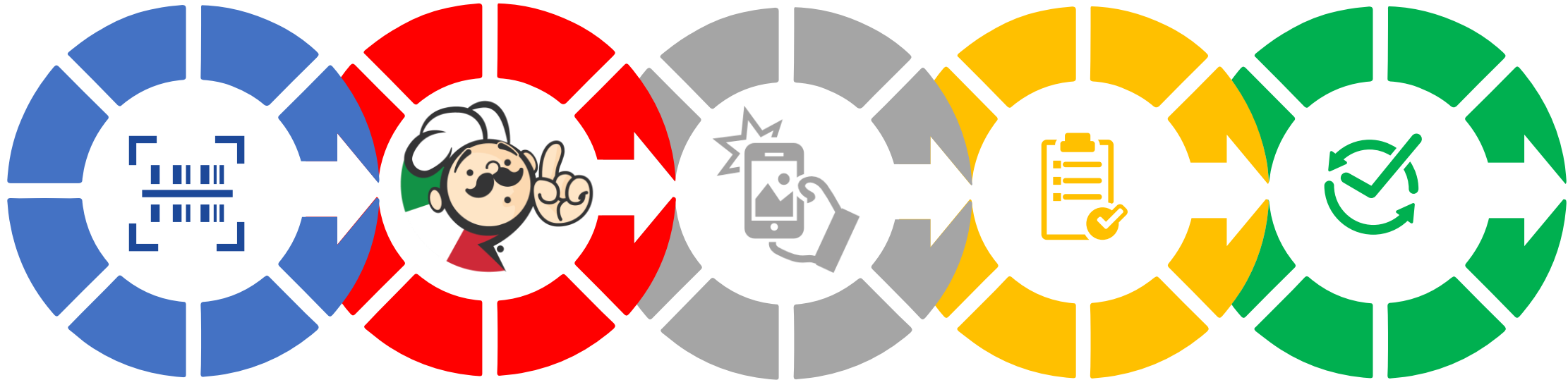
Moreover, if the company already using a QR-code, the application will also be able to read this code and display the related information





/ check negative outcome process

next we'll suggest to the users the original products of the category they was looking for



Verify

Scan the bar code

Negative Outcome

The mascotte Mario report a negative outcome seems a fake

Take a Picture

we ask the user to take a photo that will be geo-localized

Send Report

ask to fill a small report choosing the food category looking for

Get Feedback

We give feedback to users. We send the photo to the Italian producers of that food category



/Italian sounding everywhere



Spaghetti with meatballs



Chicken Parmigiana



Fettuccine Alfredo



Pasta Primavera



/Italian sounding everywhere



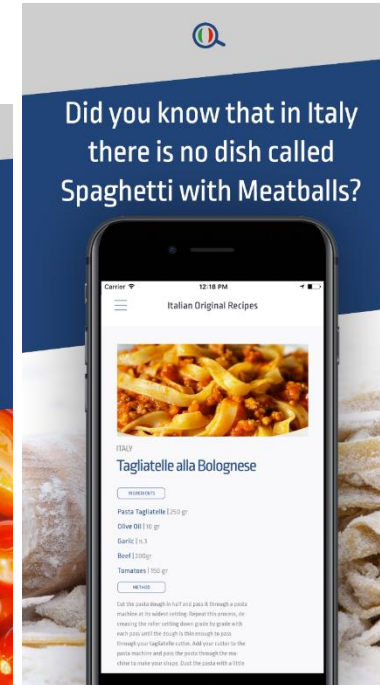
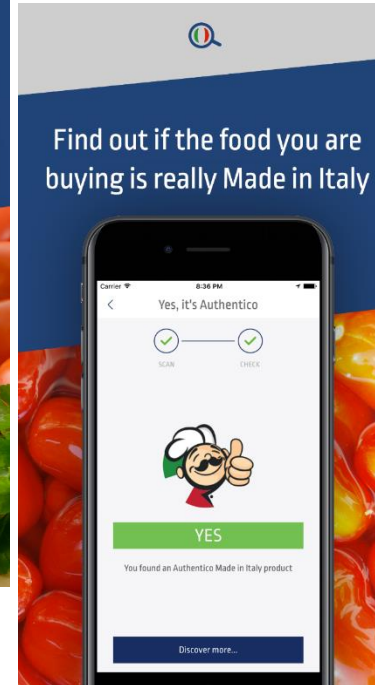
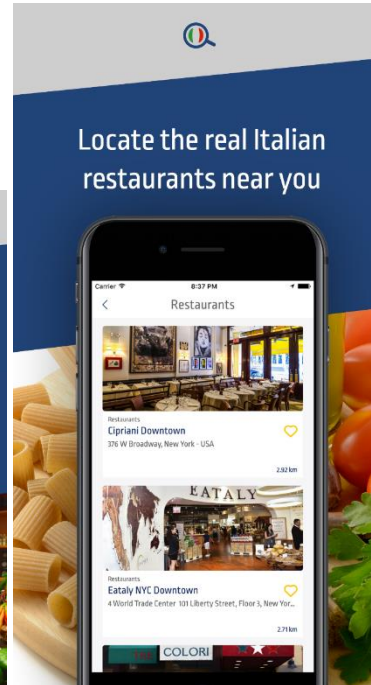
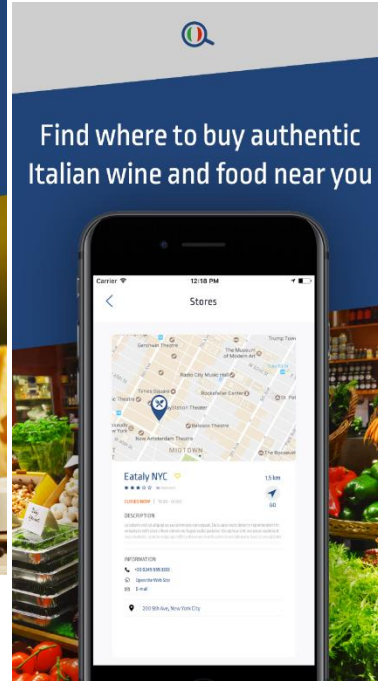
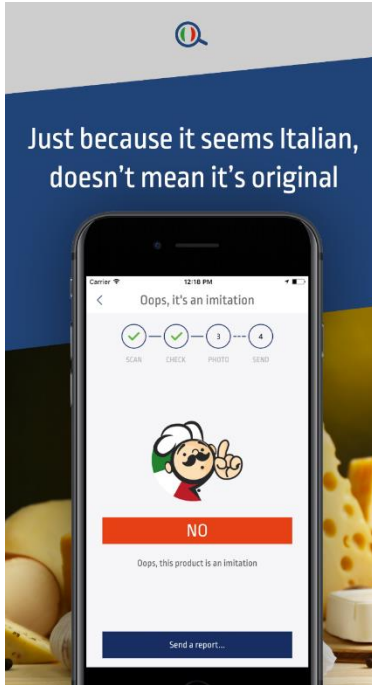


/a real food companion





/a quick look



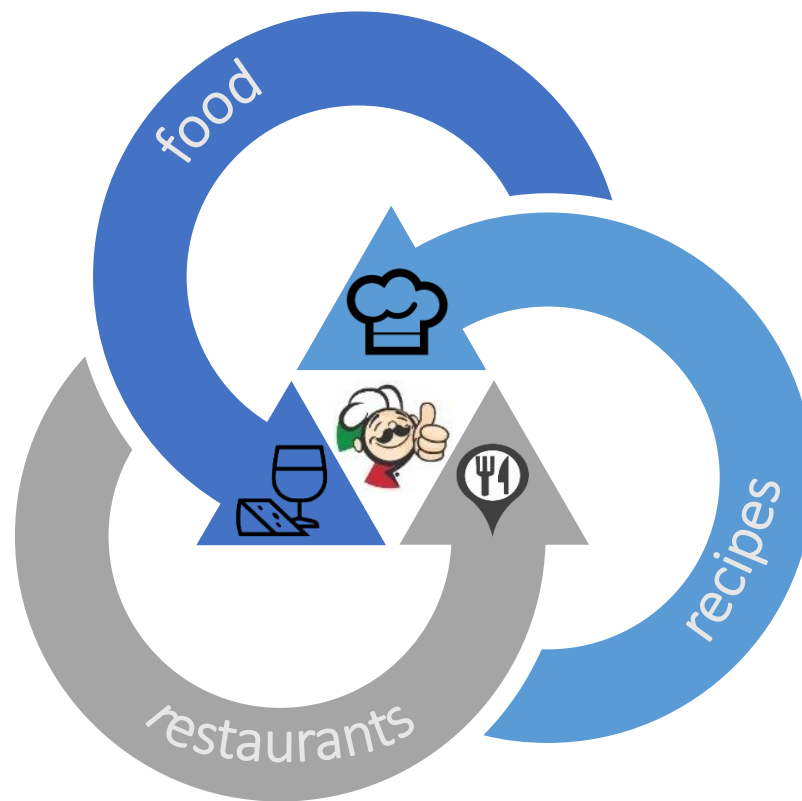


/8 good reasons for the wine&food producers to join Authenticico





/our mission: a unique convergent system to improve Italian food awareness



Our mission is protect and make more valuable original Italian food and support food & wine companies to sell more abroad. We provide a decision support system that can support the management in choosing the markets with the greatest potential; all this without forcing to adopt new codes, new labels or change the packaging.



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CCO & Co-Founder
Journalist
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Food blogger

Gennaro Cirillo
CTO & Co-Founder
Digital architect
Web strategist
SEO specialist



/our vision

we believe that
Italian food lovers deserve
only authentic products



Technological innovation for the defence and promotion of Italian wine&food heritage





/our contacts



**just because it seems Italian,
doesn't mean it's authentico**



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THANK YOU!

