

ENTERPRISE
Food Solutions



*The Italian
e-Cookbook*

PARTNER IN THE ITALIAN FOOD CULTURE



Enterprise wants to become your privileged partner in the food and agroindustrial sector.

To do so, we can provide all the experience,



professionalism and complete range of services necessary to reach a common goal: **the diffusion of Italian culinary tradition.**

Our company, multiform and versatile, was founded on an

innovative and unique idea: to collect, preserve and make available these gastronomic traditions and all information on these food products through consulting, training and the diffusion of culture.

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ITALIAN CUISINE PORTAL

THE ITALIAN E-COOK BOOK

**A revolutionary idea:
To gather in a single portal the
immense heritage of Italian cuisine.**

This is The Italian e-Cook Book, a digital encyclopaedia resulting from years of careful research made by a staff of professionals who selected and adapted more than 15,000 recipes from ancient and authoritative manuscripts. The result of this meticulous research is a real educational program of on-line cookery course, complete and quick, with recipes, technical sheets, glossaries and photos that can be consulted not only by professional cooks, publishers and caterers, but also by anyone who has a passion for food. Sponsored by the Italian Federation of Cooks (Federazione Italiana Cuochi), The Italian e-Cook Book requires only a click to discover all the secrets of Italian gastronomy.

www.superricettario.it
www.theitalianecookbook.com



IL PALATO: TOTAL CATERING

**We wanted to create an original
and multi-faceted environment,
that was not only seen as a simple
restaurant but a real full immersion
in Italy's culinary history.**



This is **Il Palato** (the Palate), a revolution in "multiple" catering: a complete space dedicated to the diffusion of the authentic gastronomic culture which has been adapted to the fast pace of modern times, and also the diffusion of

objects and products, as well as technical and practical training of kitchen staff. If the idea attracts you, you can invest in this new reality. Together we offer our professionalism and passion in order to cultivate this unique project.



LOVE FOR ITALIAN CULINARY TRADITIONS I



WEB KIOSK AT THE SERVICE OF CHAIN DISTRIBUTION

Italian cuisine enters chain distribution with a quick and easy click.



The cuisine is undoubtedly a very important part of Italian culture and a unique collective heritage. The innovative idea is to make available this wealth to customers in the catering sector and chain

distribution through the Web Kiosk. Based on digital technology and with the use of a touch-screen, this totem connected to the Internet provides customers with recipes in real time. It can accompany promotions in supermarkets, be personalised and updated on-line; Web Kiosk captures the consumers' attention by providing advice on their purchases.



CULINARY TRAINING

A top level training course with great professionals in this sector.



Fantasy alone in the kitchen is not enough. In order to guarantee your activity with top level culinary training, to be constantly updated and to improve individual skills, you need knowledge, experience and

professional advice. We can provide you with all of this, with a modular training course that foresees brief kitchen training at different stages, offering top level culinary culture without a worry.



S THE INGREDIENT FOR OUR JOINT SUCCESS.



COOK BOOKS

Cuisine is not only something good to eat.

It is also culture, information, history; this is why we have sought the best ways of communication to transmit our passion. Enterprise works alongside the best specialists, using the most authoritative sources to produce high quality publications: collections, monographs and inserts explaining detailed aspects of the culinary art. Writing a good cook book is a creative art similar to the invention of a recipe, and we use only the best ingredients: from photographs, to binding, to contents.



ENTERTAINMENT AND DIDACTICS

Nowadays television cookery programs have become a guarantee of success and occupy a regular slot on most television channels. Enterprise produces programs of this type. With "Cooking with the chef", our cookery course on DVD, we provide you with an efficient format: famous professional chefs, guaranteed recipes and a simple but enthralling formula that makes learning fun while preparing typical Italian dishes.





THE VIRTUAL FAIR

Virtual recreation of a territory rich in motivations, flavours, colours, sensorial suggestions, just like a traditional fair.

A place where you can find and contact everyone involved in the production chain in the food and agroindustrial sector, a place where you can relate in discovering products and events. This is the Virtual Fair, a big market place on Internet with unlimited possibilities, capable of informing, involving and getting interlocutors to meet. A reference point and practical guide to any market, multiplying your company's visibility, its contractual and financial capacities.



THE FOOD DATA BANK

With Food Data Bank, Enterprise provides a series of specific archives where operators in the food and agroindustrial sector (growers, caterers, popularizers, schools and distributors) can find data and answers to their particular problems. Product sheets, systems and methods of preparation, European standards, suppliers of technologies and ingredients, and much more. Because, in today's market, the survival and health of an economic operator vitally depends on possessing all possible strategic news.

HERE ARE THE SERVICES WE OFFER:



ITALIAN CUISINE
PORTAL



IL PALATO:
TOTAL CATERING



WEB KIOSK
AT THE SERVICE
OF CHAIN DISTRIBUTION



CULINARY
TRAINING



COOK BOOKS



ENTERTAINMENT
AND DIDACTICS



THE VIRTUAL
FAIR



THE FOOD
DATA BANK



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