

Enterprise,  
your Partner in the  
Agro-alimentary World.

A woman with long brown hair, wearing a white dress shirt and a black vest, is holding a silver laptop. She is looking off to the side with a slight smile. The laptop screen displays the Enterprise Food Solutions logo, which consists of the word "ENTERPRISE" in large, bold, white capital letters on a dark blue background, with "Food Solutions" in smaller white text below it.

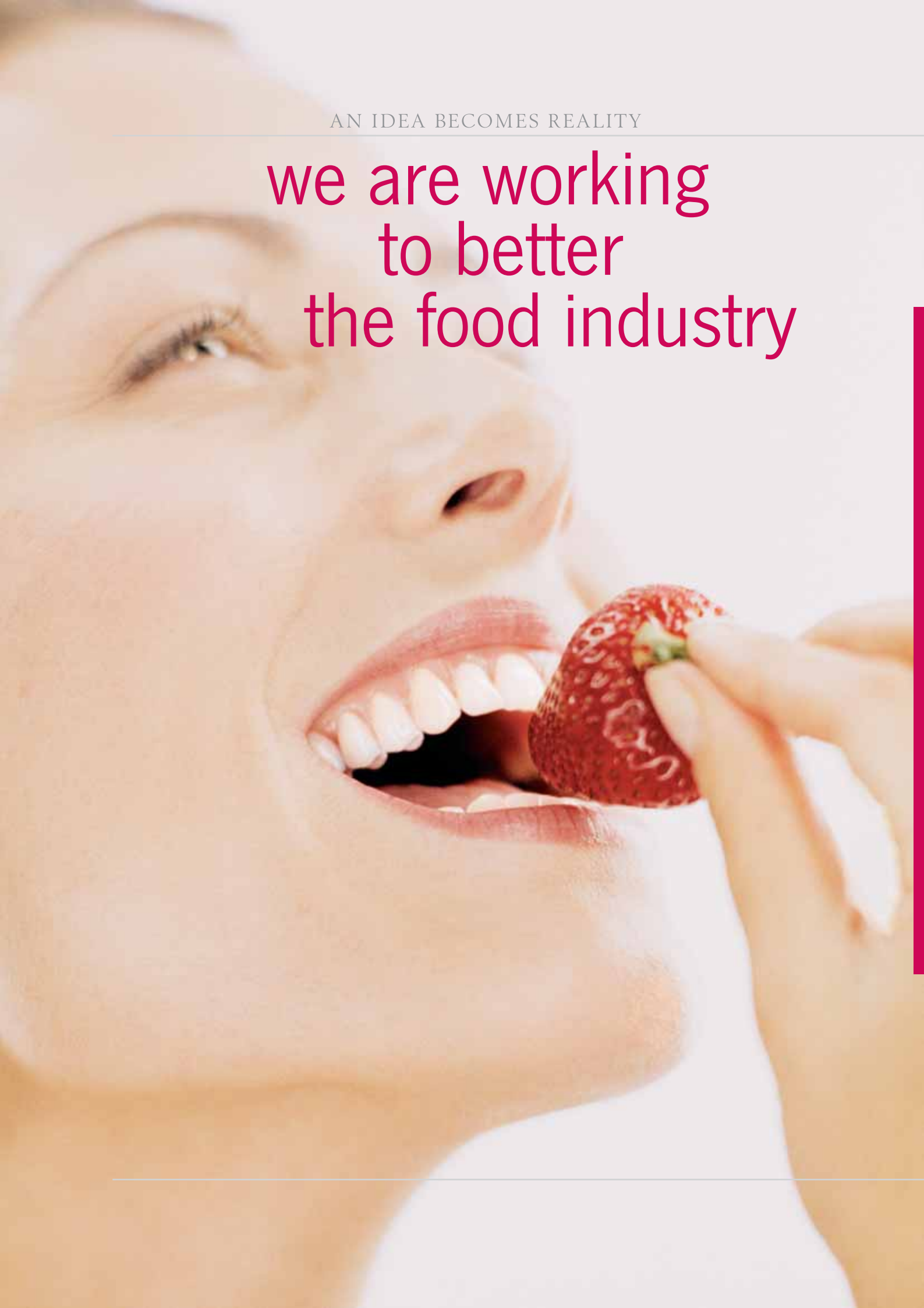
**ENTERPRISE**  
Food Solutions

The recipe for success  
has been served. On-line.

AN IDEA BECOMES REALITY

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we are working  
to better  
the food industry





Enterprise is the ideal partner of professionals that work together to better the quality of alimentation in all its most intrinsic aspects: content, safety, hygiene, quality and health.



Enterprise originated from a modern idea: to collect and catalogue, with an interactive and multi-disciplined encyclopaedic criterion, information of varying natures (chemical, physical, product/market, legal, nutritional, technological, formulation, compositional, productive, commercial) relative to the alimentary products that the users wish to gain knowledge of, but which may be difficult to find. To facilitate the ease of gaining this information, all can be found in a huge data bank which offers both easy and fast consultations.

The company, located in Castiglione delle Stiviere (Mantova), was founded in 2000, but is developing a work that was initiated some years prior. With the collaboration of a staff of consultants and experts in the area of alimentation, technology and gastronomy, and with web programmers and technicians, Enterprise has collected several highly qualified database portals which are continuously and systematically updated.

These databases are interactive and are placed in real time by a team of experts that provide personalized responses to every type of clientele, either private or professional in nature.



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OUR PHILOSOPHY IS THE LINK:

# the food chain



We offer information on products and on services that are a part of the productive and commercialisation process of the food chain.

To all specialists involved in the functions of R&D, of production, of quality assurance /control, of hygiene, and of rights in collation of either legally binding, or voluntary, sets of rules, ENTERPRISE offers the Alimentary World the tools necessary for proper and safeguarded production, in addition to punctual professional revision of those same tools.



For maximum timeliness, clients can receive, via e-mail or other requested means, updates on the particular required topics, even without database portal consultation.

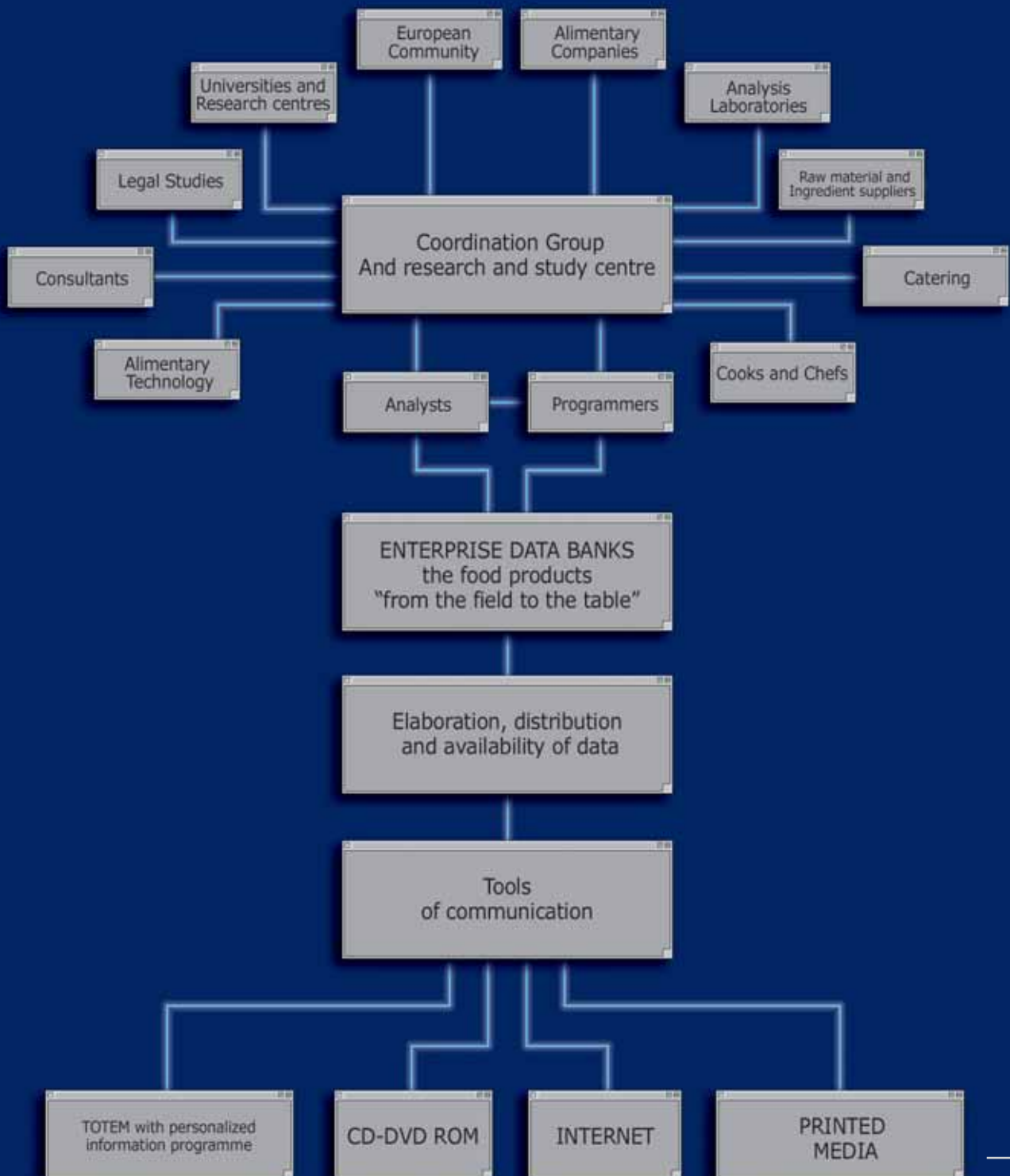
A periodic newsletter will inform subscribers of the principle innovations in the different sectors and of the more recent FOOD ALERT, which in the near future, will affect the food industry, allowing companies and workers to plan adequate countermeasures.

The objectives that ENTERPRISE is pursuing with commitment and competence deal with alimentary production, but also with:

- The Quality Chain
- Healthy Alimentation
- Product Guarantee
- Consumer Rights
- Alimentary Patrimony Rights
- Education
- Information



# the venture becomes a data bank





A high-level of skill is available to those who wish to know the Alimentary World for the development of endeavoured projects, of ideas, and of initiatives.



The Enterprise databases entirely contain all possible information dealing with the food sector: from products to systems of production, from methods of recipe preparation to the rules and laws surrounding suppliers of technology and ingredients.



The strategies of research can be imposed on an ample number of archives to facilitate the access of information of different “angles” and interpretations.

In addition, the user can request to be informed in a timely fashion of news and/or updates on their particular interests through the use of e-mail.

Periodically Enterprise will send the users a newsletter that discusses the most sought-after sectors, including those of competence and the new trends present in the alimentary sector. This newsletter will have articles written by experts well-known in the scientific and productive communities.



**The information of the databases is accessible in many ways:**

- **Via internet (even with simple modem connections)**
- **Via CD or DVD support (with monthly updates)**
- **Via personalized WebKiosk TOTEMS (for GDO)**
- **Via remote computers (for libraries and public services)**
- **Via printed media**



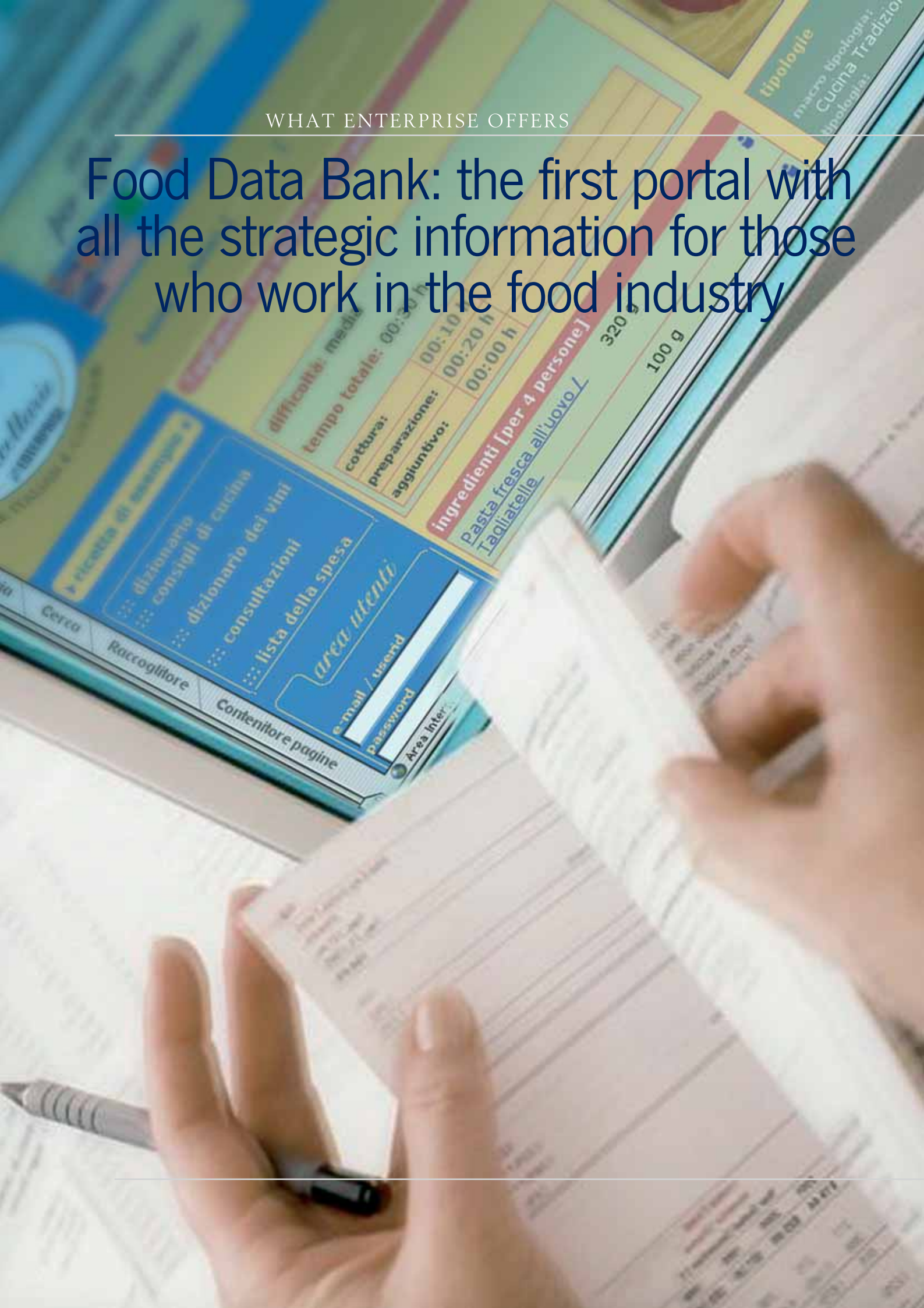
**The main users of the Enterprise databases are:**

- the Alimentary Industry
- Professionals
- Alimentary Associations
- EU organizations
- Universities and Research Centres
- Distributors (GDO or Small Distribution)
- Restaurant and Catering Sector
- Information organizations
- Consumers and their organizations



WHAT ENTERPRISE OFFERS

Food Data Bank: the first portal with all the strategic information for those who work in the food industry



## The Food Data Bank Portal

→ The data bank is composed of numerous specific archives in which the users, based on their needs, can find clear and specific answers to problems and questions in the food industry, with continuous real time updates.

Enterprise works hand in hand with the user, and makes its database and contents available, with a vast range of topics.



FDB PORTAL

→ The Food Data Bank deals with fundamental, often hard to find, information on a vast number of natural materials and fine foods regarding, among other things, the chemical and physical characteristics, the food-borne illnesses tied to certain products, the list of used pesticides, the damage caused by the storage of foods at high/low temperatures, formula food, risk management, the protective measures (for specific products), the list of flavourings, additives and prohibited substances, and the GRAS.



- Food Law
- Food Composition
- Food Nutrition
- Food Alert
- Technological & Processing Data
- Allergies & Special Food Regimens
- Ingredients
- Traditional Products
- Equipment
- Scientific Literature
- Suppliers (from technology to raw materials, from almost-finished products to ingredients)
- GDO
- Organisations
- Dictionaries
- Recipes

## The Rules On-Line

→ This project is supported by the obligatory rules of the European Directive 2000/13 CE.

The Food Data Bank (FDB) can become the legal partner of companies and professionals who work towards guaranteeing high-quality production with respect to the norms of safety, hygiene, labelling information, etc., throughout the world.

→ With simple query tools it is possible to know, everyday, the legal status of the foods present on the market, the laws relative to import/export of non-EU countries, the limits and tolerance levels of particular substances (flavouring, additives, pesticides, etc.), labelling requirements, advertising, etc.

The screenshot shows a search interface with two identical search forms. Each form has three dropdown menus labeled 'Contents of:', 'Terms of search:', and 'Quantity:'. Below each form are 'Search' and 'Reset' buttons, and a 'Table Results' button at the bottom right. A message at the top states: 'No field is mandatory, but one will be chosen from at least one of the possible choices. The result of the search refers to 100 grams of edible parts of the food in its raw state.'

The screenshot shows a detailed food data entry page. It includes fields for 'group', 'category', 'typology', 'characteristic', 'edible part', and 'calories'. Below these are 'cooking' options (Raw, Boil) and a 'Change cooking' button. The main part of the page is a table with columns for 'actual unit' and 'grams'. The table is divided into sections: 'Energy', 'Calories', 'Contained substances', 'Mineral salts', and 'Vitamins'. A green bar is visible at the bottom of the screenshot.

	actual unit	grams
<b>Energy</b>		<b>KJ</b>
Calories	133 kcal	556.47 KJ
<b>Contained substances</b>		<b>grams</b>
Water	60,8 g	60,80 g
Fibre	4,9 g	4,90 g
Glucides	22,7 g	22,70 g
Lipids	0,8 g	0,80 g
Proteins	10,2 g	10,20 g
<b>Mineral salts</b>		<b>grams</b>
Calcium	44 mg	0,04 g
Iron	3 mg	0,00 g
Cholesterol	180 mg	0,18 g
Potassium	650 mg	0,65 g
Sodium	2 mg	0,00 g
<b>Vitamins</b>		<b>grams</b>
Vitamin A	18 µg	0,00 g

## POP promotion: the WebKiosk

➔ The use of the WebKiosk will give your clients at least 15,000 recipes available in real time, not to mention thousands of products. This has been devised to give the consumer buying advice. Without a doubt this is the winning recipe for promoting sales. The recipes can be chosen by you and matched to the various merchandise departments



WEBKIOSK

The presentation programme of the proposals (which can be customised) is involving and discerning. The unit, with Touch Screen and Projector for advertisements, is easy to use, activating a printer to immediately offer the recipes with the list of ingredients and shopping list, based on number of servings/portions selected.

The rotation period of the different recipes can be chosen by you, depending on your in-store promotions, offering your clients new choice possibilities.

The on-line connection through ADSL allows for completely automated management and remote updating with reports and statistics for each individual WebKiosk.



TOUCHSCREEN



WEBKIOSK PAGE

### The Virtual Expo

→ Enterprise is developing and valuing the concept of “THE EXPO AFTER THE EXPO”. It has come up with “THE VIRTUAL EXPO” to bring one back to the time and space of the traditional exposition, in the largest market in the world—the Internet.

Enterprise has conceptualised a large meeting place where one can find all users and come in contact with them, all at the same time. This is an interactive layout that has the work of giving visibility to your products and favours the formation of contacts, business opportunities, and transaction and consultative contracts, always and in any part of the world. In addition, there have been studies on tools and services that have the aim of relaying information, that involve every type of person, and that create a body of users with their own culture. All contacts will be gathered in a large database with information about the users, their needs

and customs, and thought processes. THE VIRTUAL EXPO becomes an important meeting place and its knowledge of international events helps each display become an encounter and a guide in each sector of the market.

The Expo governing body, by enlarging its visibility, will be able to pull in a higher contractual capacity, and therefore increase the economic capacity.

360° OUTSOURCING. By increasing your visibility by using such modern, innovative measures, you “risk” attracting more clients, thereby bettering all the economic possibilities for your company.



## Editorial and instructive projects

→ Enterprise also works with dedication and competence in the print media field.

Its sources of study and the specialists that collaborate on the choices of content allow for the achievement of editorial works of a high quality in the form of a series of inserts to be collected and bound.



EDITORIAL INITIATIVES

### The data base as an educational tool

→ Cooking Classes: our chefs will conduct these courses with knowledge, patience and experience.

This is a working project with the goal of going permanent, in phases of a short duration that will be repeated over time, with the aim of bettering the competence of the individual in the kitchen.



This is a project that will directly involve the users, giving them the experience of being in the kitchen with professional chefs. Methods, knowledge of ingredients and products, food art and presentation, etc. will be covered in the courses.

The e-learning of the data bank is available for having updated information at all times and for consulting when not following the course.

There are several courses, structured by different levels and topics, and in more than one language, to attract an international group of students. Leave the thinking to us: a weekend of pleasurable learning, to better oneself in the kitchen and stay a bit in the company of others, and a visit to a vineyard wine cellar, to restaurants and other symbols of Italian cuisine.

Including a complete package at your disposal, with hotel and transportation, culture and education.

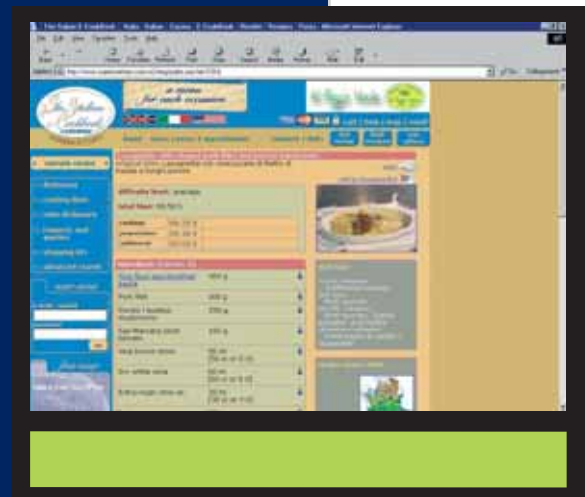


## The [www.the Italian e-Cookbook.com](http://www.the Italian e-Cookbook.com) site

→ The Italian e-Cookbook is a site that wishes to make known and add value to the typical products and cuisine with the “Made in Italy” mark. Today there are more than 15,000 original recipes present, gathered in groups of more than 1000 in manuscripts, books and personal files, which have been reinterpreted, one by one, by professional chefs based on taste and time of preparation.

Whoever consults the site can perform a search in a number of ways, depending on their needs and objections. The site can also be visited with the intent of gaining a cultural understanding of Italian traditions, with gastronomical and enological information, history and geography related issues, and interests in relation to traditional Italian products, from the use nowadays of these products, to the history of them in Italy.

There are many possibilities for the use of this service-it can be a source of recipes and updates in novelties in the world of Italian cuisine, and an interactive advertising media, capable of guaranteeing a high number of target users.





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