

# IL BUON GUSTO VENETO EXCELLENCE LIES IN THE NETWORK



The booth of Il Buon Gusto Veneto at Tuttofod exhibition, Milan.

Il Buon Gusto Veneto is a network of companies founded by a group of entrepreneurs with the aim to enhance innovative capacity and market competitiveness of their agri-businesses through the improvement of quality products and services, as well as the commercial development in Italy and abroad.

Products excellence is of fundamental importance, as much as the excellence of the territory where entrepreneurs live, day by day, growing old traditions that have their roots in history, but that blend in perfect harmony with state-of-the-art processes that enable

companies to project themselves into the future with skill and tradition. "Today, companies need to broaden their horizons and bring their products out of the region of origin and abroad", said Giancarlo Taglia, project manager. "When it comes to competitiveness, it doesn't only involve the relations with retailers and mass distributors. A the moment, the market and the economic situation require commitment and great efforts on all fronts: from logistics services to finance and advertising. The network allows companies to make a better use of theirs energies and resources".

## THE COMPANIES

Agriform  
Az Agricola Bettini  
Caffè Pedron  
Cantina Valpolicella Negram  
De.Pa.  
Eurovo  
Latte Busche  
Massimago  
Pasticceria La Donatella  
Redoro Frantoi Veneti  
Soc. Agricola Riva di Rocca  
Villa Egizia  
Apicoltura Gardin  
Brendolan Prosciutti  
Canazza Fgm  
Cose Buone  
Deppieri  
Gastronomia Il Ceppo  
Lazzaris  
Pasta Zara  
Pasticceria Fraccaro  
Riseria Ferron  
Suba Alimentare  
Armando De Angelis  
Cadeau Promo Service  
Cantina Colli Euganei  
De Bortoli  
Distilleria Dal Toso  
Eredi De Mario Sartor Enno  
Panificio Bedin  
Basticceria Bolcato  
Pastificio Menini  
Salumificio Dei Castelli  
Tyche Allegra Tavola

## **Il Buon Gusto Veneto makes its debut at Tuttofood**

The enterprise network Il Buon Gusto Veneto chose Tuttofood for its first 'public appearance'. And it was an appearance with great style: "In this stand there are all the 32 companies of Il Buon Gusto Veneto" said Giancarlo Taglia. "It was our personal choice not to call stand hostesses. Clients coming to our stand are welcomed by the entrepreneurs themselves: we wanted to get involved in first person. This way, furthermore, anyone who comes here feels at home". And indeed, during the Milan trade show, the stand of Il Buon Gusto Veneto has always been very crowded, at any time of the day.

"We are very pleased, both for the interest aroused by our presence and for the synergies developed between the companies of the network. One figure gives the idea of movement going on these days: from Sunday to Tuesday, the Caffè Pedron has served

about 1,000 coffees a day. In addition, at the stand there are always present the foreign and Italian managers of our organization".

Apart from buyers interested in the typical Venetian products, and from entrepreneurs intrigued by this model of collaboration and by the advantages that it generates, at the stand we also hosted several political institutions and developed new contacts with foreign markets. "During his visit, the representative of the Italian Chamber of Commerce in Los Angeles invited us to participate in a B2B event, taking place in Beverly Hills on September, with buyers of the major U.S. retail chains and importers. For this reason, we are planning to organize an incoming dedicated to some U.S. buyers and importers with a guided tour of some companies of Il Buon Gusto Veneto. Without forgetting a visit of the artistic and architectural beauties of our region: art, culture, tourism and agri-food, this is the network".



Some products  
of Il Buon Gusto Veneto.

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