

Press Kit

CORTILIA, A HISTORY OF FRESHNESS, TASTE AND SUSTAINABILITY

Slow food in the on demand economy era

Cortilia is the first agricultural online market that links consumers and farmers with the purpose to buy fresh food from the countryside.



Through a simple click, Cortilia delivers directly to people's houses a savory grocery box in their favourite time slot.

Cortilia offers you a high range of products such as meat, cured meats and cold cuts, cheese,

pasta, milk, eggs, bread, preserves and jams, wine and craft beer, beauty and cleaning products, in addition to seasonal fruit and vegetable.

Cortilia satisfies the needs of all those people who are interested to authentic flavors, quality and ethical purchases.

Cortilia's ingredients are unique: large variety of tasty foods, freshly picked products, regional excellences, craftsmanship, carefulness for the area. In addition, a timely and efficient service that allows you to receive the box even the day after your order placement on the website. Easily customizable to the needs of those who have not enough time to organize their grocery, but do not want to compromise on quality and typical freshness of short chain.

THE MISSION: TASTE, SUSTAINABILITY AND TRADITIONS

Cortilia bases its activity on three values and summarizes them in its *Manifesto*. The aim is indeed to revolutionize people's food shopping behavior.

Promote a new model of grocery shopping and consumption:

- » Optimizing the supply chain, offering a valuable service to people and their fruitful land;
- » Encouraging the active collaboration between farmers and consumers, simplifying the dialogue and stimulating curiosity, aggregation and cooperation.

Offer the real taste of products:

- » selecting handicrafts, grown and produced according to the principles of quality, tradition and sustainability;
- » paying attention to traceability and product safety to ensure freshness and flavor.

Nurture local farming:

- » Reinforcing the sense of community and belonging between farmers;
- » Preserving the environment for future generations;
- » Transforming the moment of purchase into a meeting with the product, its producer and its history.

THE PRESENT AND THE FUTURE OF CORTILIA

Currently, Cortilia service is widespread in Lombardy (Milan, Monza and Brianza, Varese, Como, Pavia, Lodi, Bergamo and Brescia), in Piedmont (Novara and Turin) and Emilia-Romagna (Bologna, Modena), with the aim to expand into other cities in the future.

Cortilia wants to become a benchmark for online purchase and aim to expand into Europe, by promoting a global model of purchasing.

CORTILIA FOR PRODUCERS

For Cortilia, a manufacturer is not simply a supplier. Behind every business there is a world of traditions and passions, above all those for nature and for the good that can offer. That's why, before starting any cooperation, Marco Porcaro and his team visit personally the location to learn, study and touch the products, with the same care which you choose your trusted "dealer". The Cortilia enhance craftsman "know how", expressed by the work of many producers, processors, farmers and breeders, that everyday support the cultural and economical base of the Country.

At the same time, Cortilia represents an excellent opportunity for the producers's visibility in the digital world towards an audience that could hardly reach an audience that becomes every day more numerous and loyal.

Cortilia created a sustainable model: selling products online with the "right" price allows the manufacturer to have more resources to promote the quality, for the benefit of the final consumer.

HOW DOES CORTILIA WORK?

You sign up for free and you choose the best way for you to buy. The single purchase allows you to choose from more than 1000 products: fruit, vegetable, cheese, bread, meat, cold cuts, jam, preserve, pastries, eggs, flour, wine, craft beer, but also convenience foods and products for body care and home.

There is also the chance to sign up for a weekly, bi-weekly or monthly subscription.

Personalized proposals are also available according to different needs: boxes only with meat, or cheese, meat and cheese together and even a vegan box. In addition, there are proposals tailored for special occasions and holidays, to meet any type of need.

Cortilia makes deliveries with refrigerated vans. Furthermore, at the end of 2015 it was introduced in Milan city center deliveries through special bicycles equipped with insulated caissons, able to maintain a controlled temperature between 0 ° and 4 °.

HOW TO SHOP IN ONE CLICK

Buying on **Cortilia.it** is simple and fast. Only few clicks separate farming qualitative products to people's houses.

1. Registration

Users enter on Cortilia website typing their email and the address where they wish to receive their groceries. According to the address, users get associated to a list of local farmers that will become their reference agricultural market.

2. Box choice and delivery time

After the registration you can start shopping choosing from a wide variety of products to suit your taste and then select the day and time slot for the delivery between 09.00 and 21:30. During the day it is always guaranteed a free time slot. Deliveries are always made at specified floor. According to the needs of its customers, Cortilia sends an email the day before to inform about the estimated time of delivery in the time period selected.

The purchase options available are:

Single purchase: delivery within 24 hours

Weekly, bi-weekly or monthly subscription with the possibility to add and replace products. At any time you can suspend your subscription and cancel it without any cost.

3. Payment & Delivery

You can pay by Credit Card or Paypal (only for single purchase).

Cortilia app for iOS and Android is also available to offer an experience of easy and fast use

MARCO PORCARO

Founder & CEO of Cortilia



Marco Porcaro is CEO and Founder of Cortilia since 2011. He is a serial entrepreneur with over 15 years of experience in the digital market industry.

In 2009, he had co-founded the startup Viamente, a company that provides a web service with “Saas” mode for optimizing fleet management for transportation and field service. Viamente was sold in 2012 to an American industrial group.

In 2004 Marco had co-founded Mobaila a company focused on the innovation in production and distribution of services and community video applications for the mobile market- of which he was CEO from 2004 to 2009. In 2005, Mobaila launched the first Videoblog for 3G Mobile in Europe. Previously, he held digital marketing roles at several internet companies.

In November 2013, Marco Porcaro received from Assorel, the Association of Italian Public Relations Agencies, the special recognition "Italia del fare" -

Assorel Prize for startup entrepreneurs.

For further information

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