

Press Kit

CORTILIA: A TALE OF FRESHNESS, FLAVOR AND CRAFTSMANSHIP

Slow food in an era of “on demand” economy

Cortilia (www.cortilia.it) is the **first online farmer’s market** that offers country-fresh products to consumers by placing them directly in contact with farmers and artisans.



With a simple *click*, **Cortilia delivers fresh, tasty and genuine products right at the user’s doorstep within 24 hours on the most convenient day and time.**

Fresh and grocery shopping can all be done right on the Cortilia website. The offer includes **fresh seasonal fruits and vegetables, meats (including cold cuts), fish, dairy and eggs, bread, a large variety of other fresh and dry**

specialties, wines, craft beers, personal care and house cleaning products.

Cortilia wishes to satisfy those who value **authentic flavors** and **quality products** and appeals to **conscious buyers** that are interested in foods’ traceability along the **supply chain**.

Cortilia’s philosophy is made up of a unique set of ingredients: a large variety of flavorful foods, freshly harvested products, craftsmanship and respect for the environment. Additionally, their efficient, on-time service makes next-day delivery of fresh-foods possible. Orders are easily and conveniently customizable to guarantee a personalized grocery shopping and time-saving experience. Cortilia is ideal for those who want the quality and freshness of a short supply chain.

CORTILIA'S MISSION: TO BRING THE BEST FOOD PRODUCTS INTO THE HOMES OF CONSUMERS THAT WANT EXCELLENCE WHEN IT COMES TO AUTHENTIC FOODS

Making grocery shopping different:

- Evolving food shopping into an opportunity to get to know the products, who produces them and their story;
- Choosing carefully producers by directly meeting the artisans behind each and every product; understanding their passion and connection with the land;
- Visiting the farms, the various working environments and to be informed about working methods, processing techniques and how products are packaged and stored.

Offering the freshest products in the quickest time possible:

- Developing a cutting edge logistics system that ties together the concept of a short supply chain with the best technologies available while being fully compliant with the cold chain. In this way, products are as fresh as possible when they finally make it to the dinner table.
- Creating an efficient and reliable service that guarantees orders' delivery in less than 24 hours.



CORTILIA'S VALUES

Craftsmanship: selecting artisanal products meeting the principle of authenticity;

Traceability: knowing the producers, one by one, where they come from, their specialties, and their story;

Sustainability: promoting a sustainable shopping model aimed at optimizing the short supply chain by offering a valuable service to the people while respecting the environment;

Freshness: using the best technologies to preserve products' freshness during the transportation process and to manage deliveries in the shortest time possible;

Seasonality: guaranteeing the very best, in-season products;

Italianness: always be in search of excellence all across the country;

Simplicity: offering good products, treated with care and that don't need much more to be *fantastic*.



THE PRESENT AND FUTURE OF CORTILIA

Cortilia's service is currently active in **Lombardy** (Milan, Monza, Brianza, Varese, Como, Pavia, Lodi, Bergamo, Brescia), **Piedmont** (Novara and Torino) and **Emilia-Romagna** (Bologna and Modena) and plans to expand in the future.

Cortilia intends to become Italy's go-to online food market by

promoting a global model of conscious buying.

Cortilia defines itself as a food tech company because it uses technology to keep everything efficient and sustainable through each step: integrated management of farmers, supply chain, use of predictive models for planning orders, offering clients the right products at the right moment (also with the help of AI) and finally the use of an advanced planning tool for delivery optimization.

CORTILIA FOR THE FARMERS

For Cortilia, the farmer is a partner, beyond a supplier. Every company has its traditions and passions where nature and the genuineness of its products are the most important. This is why, before starting any partnership, Marco Porcaro and his team personally check the products inbound and select only the best specialties for the client, the way once the “trusted neighborhood store” would have done.



Cortilia’s commitment to valuing and keeping alive the countryside is tangible through the promotion of producers and farmers that on a daily basis sustain the cultural, economical and rural networks.

At the same time, Cortilia represents a great opportunity for producers to have a place in the digital world and have access to an audience that otherwise they wouldn’t have reached; an ever faster growing audience.

Additionally, what Cortilia has created is a sustainable model for everyone: selling products online at a “fair” price allows producers to allocate resources to invest in quality, thus benefiting the client.

HOW DOES CORTILIA WORK?

Simply by signing up online and then shopping. There are 1500 products to choose from: fruits, vegetables, bread, fresh fish, meat and cold-cuts, dairy and eggs, preserves, desserts, pasta, wine, craft beers, ready meals, personal care and house cleaning products and much more.

Additionally, you can get a weekly, bi-weekly or monthly subscription.

There are personalized options suitable for all needs, such as suggested boxes with: fruits and / or vegetables, meat, cheese, vegan foods or combinations. Moreover, package sizes are tailored to meet the customer’s needs. Cortilia’s delivery trucks are branded and refrigerated.



HOW TO SHOP WITH JUST A CLICK

Cortilia.it is easy, it just takes a few clicks today to receive the order tomorrow.

1. Sign up

Signing up is simple and fast: insert your email and address.

2. Select the products and the day and time of delivery

After signing up, shopping is done by choosing from a large variety of products and then by picking the day and time at which you want to receive your order, it varies depending on the area of delivery (from as early as 7:00am to as late as 10:30pm).

A free time slot is always guaranteed. Deliveries arrive directly to the customer's address and floor. Cortilia goes through great lengths to satisfy the clients' needs, in fact, customers receive an email the day before with the exact time of delivery.

The purchase options are the following:

- » **Single purchase:** even delivered the following day;
- » **Weekly, bi-weekly or monthly subscription:** comes with the chance to add or exchange products as desired. The subscription can be paused or cancelled for free;

3. Payment & Delivery single purchases can be paid with a Credit Card or PayPal.

Since Cortilia was designed to provide a fast and easy user experience, **free iOS and Android app** are available to download.

Marco Porcaro

Founder & CEO



Marco Porcaro, is the CEO of Cortilia, the first **online farmer's market** where users experience buying farm-fresh foods and products just as in the countryside.

Cortilia combines its two greatest passions: technology and good food.

In 2009, Marco Porcaro had already co-founded the startup *Viamente*, a web service software company that optimizes fleet management transportation and onsite services.

Viamente was sold in 2012 to an American industrial group.

In 2004 he participated in the creation of *Mobaila* – a

company focused on the innovation and production of video community service applications in the cell phone industry – of which he was the CEO until 2009. In 2005, Mobaila launched the first 3G Mobile Videoblog in Europe. Before that, he worked in consulting and in digital marketing.

In November of 2013, Marco Porcaro received special recognition from Assorel (Association for Public Relations Agencies) for “Italy’s Making” (Italia del Fare) as part of Assorel’s 16th edition award ceremony for PR.

Above all, the developments coming from the hi-tech world are the ones driving his idea of innovation, always aimed at reducing the distance between consumer and producer. Thus, the decision to give further acceleration to the use of algorithms and artificial intelligence.

The continuous improvement of the home delivery model developed by Cortilia, this is the CEO's conviction, will allow consumers to have products closer to their tastes and in ever faster times. At the same time, farmers, breeders and all the "artisans" of the food market will be able to devote themselves without distraction to their main activity: cultivation and production of excellent quality products.