



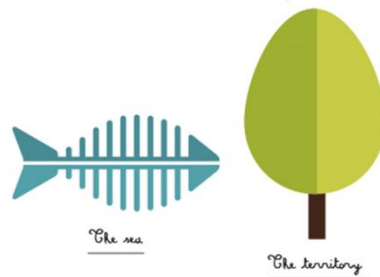
ENHANCING  
SUSTAINABLE TOURISM  
IN ADRIATIC-IONIAN REGION  
THROUGH CO-CREATION

THE ROLE OF UNIVERSITIES AND PUBLIC-PRIVATE PARTNERSHIPS

The project is co-funded  
by the European Union,  
Instrument for  
Pre-Accession Assistance



Adriatic Ionian Region



# Wellfood Action “Digitize with sauce!”

Luca Luciani

Chamber of Commerce Macerata – Fattori Patrizia Food

at “Civica Enoteca Maceratese”, Macerata 15<sup>th</sup>Sep2016

[www.wellfoodproject.eu](http://www.wellfoodproject.eu)



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# Old website






- simplified website
- no social strategy
- lack of digital resources




- website renewal (domain + email)
- social network presence
- storytelling
- raising digital awareness



[www.wellfoodproject.eu](http://www.wellfoodproject.eu)

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- shop direct selling
  - occasional indirect selling to supermarkets
  - no digital/statistic control




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- export to foreign buyers
  - national + international distributors
  - packaging adaptation
  - opportunity through certifications: ex. gluten free
  - legislative support




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- homemade pasta and sauces  
(40yrs of know-how!)
  - certified production plant *CE IT 9  
2105*
  - paper technical data sheets



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- strenght: no additives and earlier  
expiry date
  - certified suppliers
  - digitization technical archive





# Conclusion

+ digital awareness

+ income

+ efficiency

+ branding (Adriatic food  
quality!)





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