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Nota di contenuto	Intro -- Foreword -- Acknowledgments -- Contents -- List of Figures -- Chapter 1: Introduction -- Note -- Chapter 2: The Food & Beverage Industry in Italy -- Food & Beverage and Made in Italy -- The Italian Food & Beverage Supply Chain -- Key Figures -- Note -- References -- Chapter 3: Post-Pandemic Trends in the Food & Beverage Industry -- What Happened During the COVID-19 Pandemic? -- Authenticity: Valorizing Local and Regional Excellence -- Sustainability: A Shift to Purpose-Driven Consumption -- Transparency: A Need for End-to-End Visibility -- Digitization and Tech: The Evolution of Experience and Efficiency -- References -- Chapter 4: IGOR Gorgonzola -- Company History and Profile -- Authenticity: passion for gorgonzola -- Sustainability: commitment to positive impact -- Transparency: sharing the gorgonzolapassion -- Digital and Technology: Gorgonzola 4.0, a new industry -- Reference -- Chapter 5: Venchi -- Company History and Profile -- Authenticity: tradition, allegria and balance -- Sustainability: purpose in production and health -- Transparency: short, controlled and certified -- Digital and Technology: the game of chocolate -- References -- Venchi Internal Annual Reports -- Chapter 6: Calvisius Caviar -- Company History and Profile -- Authenticity: the ancient craftsmanship of caviar -- Sustainability: the adoption of the circular economy principles --

Transparency: knowledge through traceability -- Technology: quality and animal welfare -- Notes -- References -- Chapter 7: illycaffè -- Company History and Profile -- Authenticity: the road to taste, happiness and art -- Sustainability: the impact driven by coffee -- Transparency: traceability and knowledge of coffee -- Digital and Technology: a new way to experience coffee -- Notes -- References -- Chapter 8: Ca del Bosco -- Company History and Profile. Authenticity: the art of franciacorta terroir -- Sustainability and Transparency: respecting franciacorta soil -- Digital and Technology: innovating an art -- Notes -- References -- Chapter 9: Nonino -- Company History and Profile -- Authenticity: a family's respect for a lost craft -- Sustainability: purpose for local heritage -- Transparency: label as an identity card -- Digital and Technology: the art of Grappa storytelling -- Notes -- References -- Chapter 10: Da Vittorio -- Company History and Profile -- Authenticity: tradition with creative genius -- Sustainability: a local community around food -- Digital and Technology: the fine dining tech -- Notes -- References -- Chapter 11: Panino Giusto -- Company History and Profile -- Authenticity: the art of the Italian panino -- Sustainability: impact through a panino -- Transparency: a just supply chain -- Digital and Technology: understanding scalability -- Notes -- References -- Chapter 12: Lessons for Mangers and Entrepreneurs -- Key Lessons in Nutshell -- Authenticity: creativity and storytelling -- Sustainability: creating positive impact -- Transparency: traceability and knowledge -- Digital and Technology: the 4.0 revolution -- Next Steps -- Notes -- Index.

Sommario/riassunto

This book deep dives into emerging consumer trends in the food and beverage industry in Italy, particularly in light of the COVID-19 crisis, and explores how firms have evolved to meet consumer needs and succeed in this challenging context. Through a series of case studies, the authors explore the food and beverage industry's defining characteristics and how each particular sector has become so important to the Italian economy. Drawing on cases that feature small, medium and large enterprises, the authors reveal how firms have adapted their business strategies to meet new customer demands and market trends, highlighting the winning characteristics of the ever-evolving Made in Italy brand, concluding with a recommended strategy of best practices for future implementation. Providing examples that can be studied, applied and analyzed by researchers, students, and practitioners, this unique book offers a detailed understanding of the different innovations and adaptations that companies in the food and beverage sector have put in place in response to ever evolving markets and trends, and how innovation becomes the key to success. Vittoria Veronesi, Ph.D., is a Senior Lecturer in Operations and Technology Management at SDA Bocconi School of Management, as well as Adjunct Professor of Technology, Innovation and Operations Management, Business Strategy in Creative Industries and Fashion Companies Management at Bocconi University. Her other roles include Director of the Master of Management in Food and Beverage (2017-2021), Director of Altagamma Academy, Director of the Food Experience and Hospitality Management Concentration at the Master of Fashion, Experience and Design and official Faculty member of the Luxury Business Management Concentration at MBA and Made in Italy Concentration at EMBA. Martina Schiavello is an international professional with experience in innovation and strategy within the food and beverage industry, both in fast-paced startups and large corporate companies. Her work has included leading R&D and innovation for sustainable fast food chain Clover Food Lab in Boston, and research

and consultancy work for food-tech consulting Forward Fooding and Food+ by Compass Group through SDA Bocconi. In addition, she has managed the expansion and innovation of the cloud kitchen vertical for Glovo Italy.
