



## ByItaly: Nonna approved

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The Perugia based E-Commerce for Italian food “ByItaly” has a real Italian grandmother (nonna) – the grandmother of one of the founders Leonardo Papini – who acts as quality controller.

She tries the food products. Only if she approves them they are sold on ByItaly.com.

Anna Mancinelli tries the sword fish pate from Sicily as well as the wild boar ragù or the porcini mushroom crème from Umbria. If she doesn't like it ? She yells at the young crew.

Nonna Anna takes her work seriously. “I love food and I love to cook. I don't accept bad food”, she says. She has cooked and spoiled her family for decades and is known in the area for her ability in the kitchen.

“We have to listen to the elder. They know the tradition and what real Italian food has to taste like”, explains ByItaly-CEO Giovanni Belia.