

LA PECORA NERA EDITORE CERTIFIES RESTAURANT REVIEWS USING BLOCKCHAIN TECHNOLOGY

"Roma de La Pecora Nera 2022", the nineteenth edition of the independent guide to the region's restaurants, was presented at the Roma Convention Center "La Nuvola" in Rome.

#romapecoranera2022 #indipendentipervocazione #recensioniinblockchain

Rome, November 13, 2021 - The independent **La Pecora Nera Editore** publishing house brought a breath of innovation by introducing the use of **blockchain** technology to certify the reviews of the establishments included in **Roma de La Pecora Nera 2022**, the nineteenth edition of the now famous guide presented today at the Fuksas Cloud as part of the Excellence exhibition.

*"Our mission," state **Simone Cargiani** and **Fernanda D'Arienzo**, the volume's editors/curators, "has always been that of creating food and wine guides that are free from conflict of interest, visiting all of the establishments in the book and paying the bill just like any customer. Now, thanks to blockchain technology, we can certify our transparency, demonstrating without a doubt that we have visited the establishments that have been reviewed. To put it simply, it's as if our reviewers have been accompanied on every visit by a notary who has certified their work."*

Perhaps not surprisingly, the project was conceived during the most complicated period in recent decades, from a series of observations and virtual meetings between representatives from the worlds of research and business: professor **Andrea Vitaletti**, from La Sapienza University, who supported the design of the system architecture based on a *permissionless* public blockchain, the most reliable in terms of security; the **pOsti** startup that designed an agile data collection system which allows for easy data entry by reviewers as well as an equally simple user experience; and **Almaviva**, a leading company in the field of digital innovation, which provided the Giotto OnChain SaaS service for data notarization. *"The project in which La Pecora Nera Editore got us involved was an ambitious one," emphasizes **Virgilio Maretto**, CEO of pOsti. "At a time when consumers want to be increasingly aware, blockchain technology is becoming a fundamental tool for providing extreme transparency." "Technological innovation makes it possible to generate value even within contexts that appear unrelated to the digital world: content certification, greater guarantees for consumers, quality," says **Michele Svidercoschi**, Almaviva's Chief Communications and Institutional Relations Officer. "A project that actualizes the potential of the blockchain technology which Almaviva has been working on for some time, as the first Italian company to propose a hybrid public-private governance model that safeguards Made in Italy quality and excellence."*

Entering into the merits of the guide's most recent edition, the reviews are subdivided into three sections: the establishments in which to have a meal (restaurants, taverns, pizzerias, ethnic restaurants, etc.), places in which to enjoy a tasty snack during the day (coffee bars, cafés, pastry shops, hamburger joints, etc.), and specialty shops for high end grocery shopping (wine shops, butchers, fishmongers, artisan pasta shops, etc.), to which a section dedicated to delivery was added this year too, for a total of 628 establishments reviewed.

The **Lazio Region** decided to support the guide once again this year by rewarding several restaurateurs who have distinguished themselves in their preparation of traditional recipes and use of regional agricultural products. *"The guide published by La Pecora Nera," states **Nicola Zingaretti**, president of the Lazio Region, "isn't merely a list of addresses, but rather a selection based on clear judgments that are guaranteed by total anonymity, and on a passion for places, flavors, and tastes. Enjoying good food and drink provides a wonderful way to get to know a region, its environment, its history, and its people. And one can do this sitting in a traditional trattoria as well as standing at the counter of a historic shop or at a street food stall."*

The guide's collaboration with the **Agribusiness Center Rome** is increasingly close, with the center not only promoting the virtuous Cuor di Car circuit by rewarding some of its outstanding members, but this year also contributing to the creation of a new section that features local markets, the best places to find seasonal products. *"The Agribusiness Center Rome has always made the care and well-being of consumers its focus," says **Fabio Massimo Pallottini**, Director General of CAR, "thus guaranteeing constant and thorough monitoring of goods and paying special attention to local products."*

Another fruitful collaboration is the one with the **Campagna Amica Foundation**, which used the guide to promote the network of own-brand markets in which citizens can purchase their groceries directly from producers, in a short supply chain system, and to reward restaurants that have chosen "the right food". *"In this guide," states **Carmelo Troccoli**, Director of the Campagna Amica Foundation, "we wanted to select, together with La Pecora Nera, specifically those establishments that, on a daily basis, apply the rules of sustainability that relate to seasonality, the elimination of waste, and a respect for the environment, the very things which Campagna Amica has made its mission to promote throughout Italy."*

In collaboration with **HQF - High Quality Food** (a leading company in the production and supply to operators (4,800 customers served) of products that meet the supply chain's requirements regarding traceability, monitored craftsmanship, natural farming methods, proven tradition, and quality certifications) the best establishments in the region have been rewarded with first place overall going to Anthony Genovese's Restaurant **Il Pagliaccio**.

The thematic awards have also been confirmed. **"Best Interpretation of Risotto by Risoinfiore"** went to **Moma, Pipero, and Zia Restaurant**, while **"Best Wine List by Ritter de Záhony"** went to **Osteria dell'Orologio** in Fiumicino (Rome), **Satricvm** in Latina, and the Roman restaurant **Tram Tram**. Meanwhile, **"Best Delivery by GIUSTA"** was assigned to **Hasekura, Le Carré Français, and Spazio Niko Romito**. All of the awarded establishments received a porcelain plaque for the occasion, hand-painted by **Yuriko Damiani**, an Italian-Japanese artist whose works are characterized by the use of Ancient Japanese Gold.

Among the many novelties this year is the guide's focus on high quality extra virgin olive oil: in fact, this aspect of each restaurant was also evaluated, with the reviews clearly indicating the correctness (or not) of the serving method and the type of oil served. The best of these will be awarded on occasion of **"Evolution: Tour of Quality Extra Virgin Olive Oil"**, an event reserved for operators in the HO.RE.CA sector and organized by the publishing house together with Simona Cognoli's **Oleonauta**, the fourth edition of which will be held on Monday, January 24, 2022 at the Parco dei Principi Grand Hotel in Rome.

Roma de La Pecora Nera Editore can be purchased in bookstores for €14.90 and its contents are available in the free Buon APPetito app which can be downloaded at http://onelink.to/pne_buonappetito

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To download the guide's cover and press kit go to https://bit.ly/CS_Roma_2022.