

**C.BIO**   
good honest Italian food



**C.BIO** is an innovative “BIG-LITTLE” SHOP/MARKET for food and not food alone, for fresh and preserved products, promoting economic sustainability for the development of local chains of supply and so conferring maximum transparency on a production system that valorizes and encourages sustainable, territorial agriculture.

### **Biodiversity and respect for the ecosystem are in its DNA**

C.BIO is creating and will continue to create a network of producers and customers to provide local communities with information about consumption that is useful, interesting and necessarily revolutionary, with the aim of eliminating waste and false bargains of the “pay for one and take two” kind.

C.BIO provides information on nourishing with good-tasting things that are good for people and for the whole planet, always rejecting the deadening concepts of “Consume without knowing what, it won’t hurt you. Consume without remembering what season it is Consume denying the need for the beautiful and the good”.

In generating empowerment, C.BIO will rest on the foundation stone of social, energetic, environmental and cultural sustainability.

C.BIO, springing from the vision of the Picchi family, Florentine restaurateurs since 1979, unites under a single Florentine and Tuscan banner all of their historic friends while seeking new ones among top-quality producers operating in respect for the life of all Creation.

Organic, biodynamic life or simply a Life of Good Sense and Honesty, this is our credo.

C.BIO will have omnivorous and vegetarian gourmet sections, a bakery/pastry-maker and a butcher who respects animal life, buying from stock breeders who fully embrace our own principles.

C.BIO will also offer a selection of non-alimentary products ranging from antique plants to the seeds of local biodiversity to natural fertilizers, to products for personal and care and the home, to accessories of daily use.

All products will be selected from producers who invest in the future in sustainable manner.

To assess the quality of our products each day, we will submit our analyses to the judgment of other parties.

We will thus be allied with partners who go out into the fields or onto the sea every morning for their daily Holy Work. Each day we will be with

farmers, stock breeders, fishermen, cheesemakers, winemakers and the many seekers of Good Things in our region and throughout Italy, not forgetting a little space for the rest of the world.

### **We will all work with the same vision and the same mutual commitment**

This commitment, which is fundamental to finding and offering the products marketed by C.BIO, aims to demonstrate that NOURISHING THE BODY AND SOUL WITH WHAT IS GOOD FOR US is commendable and possible, by creating streamlined farm-to-market paths, controlled and controllable, and starting from the friendly generosity of those who produce, as well as those who buy.

C.BIO is a port for the distribution, processing and creation of good, top-quality products. C.BIO is a place that is always welcoming, a place for the mutual contamination and sharing of experience and excellence.

C.BIO is a starting point, never an arrival post, engaged in constructing a system for fully satisfying consumption that is far removed from any facile, deplorable waste of food.

In brief, C.BIO means **assigning the right value to food** and stimulating awareness of this among ourselves and the whole community.

To live joyfully and contribute to the health of society by building a future that is intensely desirable for the whole Planet.



**C.BIO S.R.L.**

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