



PRESS RELEASE

THE RECIPES OF BUONISSIMO AVAILABLE ON GOOGLE NEST HUB

The Italiaonline site dedicated to food contributes to the 'cooking' part of Nest Hub with its over 8,000 recipes

Now on Google Store and at authorized retailers, a real ally in the kitchen to create the most varied dishes with the simple use of voice

Milan, 13th June 2019

From now on **Buonissimo** recipes are also available on Google Nest Hub, the Google home Assistant, with display, the latest addition to the Google Nest family in Italy, and designed to help the user with a simple look.

Buonissimo, a site dedicated to food and in the "top 10" of the Italian food portals, with more than one and a half million unique monthly users*, contributes to the 'cooking' activities of Google Nest Hub with its over 8,000 step-by-step recipes detailed down to the smallest detail: appetizers, first courses, main courses, desserts, sauces and sauces, but also unique dishes, revisits and regional and international cuisine.

Available on **Google Store** and at authorized retailers, Buonissimo's recipes on Nest Hub will be even more handy and easy to make, thanks to the voice command offered by the Google Assistant for the home: a real ally in the kitchen to create the most varied dishes - from traditional to trendy - in an effective and fun way.

"We are happy and proud that the contents of Buonissimo, a well-known brand in the field of food and flagship among the vertical channels of Italiaonline, enrich the recipes on Nest Hub - said Domenico Pascuzzi, Director of Marketing Consumer and Digital Properties of Italiaonline - In this way, the recipes of Buonissimo will be known and made available to an even greater audience of users who will certainly appreciate the quality of a product in which we believe deeply and through a channel, the voice, which is a trend in strong growth. For us, this is a further recognition of the professionalism of a work team that passionately takes care of providing original, quality content with a cross-channel approach on a daily basis".

(N.B. This is a translation of the Italian press release)



LIBERO.

VIRGILIO™

PgCasa.it

SUPEROVA

DiLei

SiViaggia

QF QuiFinanza

BuoniSimo

Pagine Gialle™

Pagine Bianche™

Tutto Città™



**source: Audiweb Database, powered by Nielsen, TDA February 2019*

ITALIAONLINE

Italiaonline - società quotata sul MTA di Borsa Italiana - è la prima internet company italiana con 5,3 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,5 milioni da mobile, ed una market reach del 63%**.

Italiaonline offre servizi di web marketing e di digital advertising, inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network ed i motori di ricerca. L'obiettivo strategico dell'azienda è consolidare la leadership italiana nel mercato del digital advertising per grandi account e nei servizi di marketing locale - con la mission di digitalizzare le PMI nazionali. Alle PMI, vera ossatura del paese, Italiaonline offre un portafoglio completo di prodotti integrato sull'intera catena del valore di servizi digitali, dalla presenza on line al digital advertising, al web design, al web marketing e alle soluzioni cloud. Fanno oggi parte di Italiaonline i portali Libero, Virgilio e superEva, i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, la concessionaria di pubblicità online IOL Advertising e oltre 660 agenti che costituiscono la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

ISIN code: IT0005187940 - MTA:IOL

* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs febbraio 2019

** Fonte: Audiweb View 2.0, powered by Nielsen, TDA MAUs febbraio 2019

MEDIA CONTACT

Marinella Mola - Davide Valenti

Via del Bosco Rinnovato 8, 20090 Assago (Milano)

Tel: +39 02 2904 7788

E-mail: pressarea@italiaonline.it



LIBERO

VIRGILIO™


PgCasa.it

SUPEREVA

DiLei

SiViaggia

QF QuiFinanza

BuoniSimo

 **Pagine Gialle™**

 **Pagine Bianche™**

 **TuttoCittà™**