



PRESS RELEASE

YOGURTELLA® Debuts at TUTTOFOOD: A New Dairy Category Defined by Taste, Wellbeing, and Harmony

Milan, 11–14 May 2026 – Milan reaffirms its status as a global hub for food innovation. At TUTTOFOOD, one of the premier international events for the agri-food sector, Yogurtella is being launched—a project designed to establish an entirely new category within the dairy industry.

The official debut will take place in Hall 1, Stand T14, where visitors can discover and taste this breakthrough product.

Yogurtella is the result of a powerful synergy between Vivolat srl of Gioia del Colle—a company with deep roots in dairy tradition led by veteran owner Giuseppe Rizzi, who brings over 40 years of industry experience—and the innovative vision of Gianfranco Nicastri.

"Experience teaches us that true innovations are those that evolve tradition without betraying it. Yogurtella represents this transition". — Giuseppe Rizzi, Vivolat srl.

The result is a product that transcends traditional concepts: Yogurtella is not merely a variation of Italian burrata, but an evolution. It introduces a unique structure that encloses a specialized fermented milk cream (without the use of heavy cream), offering a lighter, more digestible experience in line with modern consumption trends.

This project responds to a clear market shift: a growing demand for foods that seamlessly combine sensory pleasure, nutritional balance, and a harmonious lifestyle. To protect its distinctive nature, the innovation is covered by a patent of invention granted by the Ministry of Italian Industry.

At the heart of Yogurtella also lies the concept of balance. The fermentation process serves as a metaphor for harmony, personified through the symbolic narrative of two characters, Ola and Ole.

"Yogurtella is more than just a product; it is an experience born from the balance of elements to create harmony. It is the answer to a new way of experiencing food, where pleasure and wellbeing merge into a single, harmonious dimension". — Gianfranco Nicastri.

By launching at TUTTOFOOD, Yogurtella takes advantage of a global platform known for identifying and propelling the most significant emerging trends in the agri-food sector. In an era where the future of food depends on the balance between innovation and health, Yogurtella stands as a tangible sign of progress: not just a reinterpretation of the past, but a new starting point for dairy evolution.

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Yogurtella®

il piacere che evolve



WELLBEING & HARMONY