



PRESS RELEASE

P101 leads Biorsaf's €5.2 million funding round as the company acquires Cooki to create Italy's leading Food RegTech platform

The integration creates the only platform able to digitise all food-related processes, from quality through safety

The fresh capital will fund a three-year growth plan leveraging artificial intelligence, aimed at an Italian market worth over €12 billion where digitisation still lags at just 3%.

Milan, September 10, 2026 – **P101 SGR**, a leading Italian venture capital investor with an international outlook, has led a **€5.2 million funding round** in **Biorsaf**, Italy's leading company in the digitisation of food safety and quality processes.

Biorsaf has also acquired **Cooki**, a platform for the digital management of food information, creating Italy's first operator able to offer a single solution covering every stage of compliance and data management processes across the food value chain: from food safety (HACCP) to quality, from traceability to nutritional values, through to cost analysis and labelling.

The round and the acquisition mark the start of a three-year plan under which the company's revenues are set to grow exponentially year on year, with the expanding from **40 to 120 employees** within the next eighteen months. At the heart of the plan is the development of a **one-of-a-kind AI platform** designed to transform and automate quality, safety and operations management.

The aim is to set a new technological standard in Italy's food, workplace and water safety sector, which comprises around **3.4 million businesses** generating over **€12 billion in revenue**, yet where digitisation remains stuck at just **3%**.

Founded in **2021** in Castell'Azzara (Grosseto) by a team with over forty years of experience in food safety, **Biorsaf** has developed **BS-Safe**, a vertical platform that makes food safety, workplace safety and water quality management simple and flexible to digitise, enabling businesses to automate control processes, improve traceability and manage data and regulatory compliance centrally. In just three years, the company has become Italy's leading player in the sector, reaching over **10,000 active users** and winning clients ranging from small businesses to major restaurant groups such as **Gruppo Cigierre, Compagnia Generale Ristorazione S.p.A.** (which controls the Old Wild West, America Graffiti, Pizzikotto, Wiener Haus, Shi's and Smashie brands), spanning HORECA through to large-scale retail with operators including **Conad**.



The platform does away with paper altogether and automates checks and tasks traditionally carried out by hand, saving an estimated 30 minutes of work per user per day and cutting operating costs by **€30 million** across active users in 2025, alongside a direct impact on efficiency, sustainability and safety.

The system serves all stakeholders involved along the control chain, including company managers and specialist consultants. For the latter, Biorsaf has built the **first professional AI agent** dedicated to digital food safety management, designed to automate monitoring, compliance and document management.

Cooki, founded by Giuseppe Grammatico in 2017, is now active in more than **450 Italian cities**, with over 1,000 users and a unique database of more than **35,000 coded products**, automating traceability, labelling, food costing, stock management and allergen risk.

Bringing the two platforms together will let **Biorsaf** offer the only Italian solution able to automate every major process across the food supply chain, accelerating its growth.

Marco Papalini, CEO of Biorsaf, said: *“This new funding round and the acquisition of Cooki accelerate Biorsaf’s growth. In just three years, we have built Italy’s reference platform for automating food compliance, and we are ready for the next development stage. Bringing Cooki into the fold rounds out our offering and marks the first step in consolidating a market that is still highly fragmented. Our goal is to scale rapidly, both organically and through market consolidation and technological innovation, putting artificial intelligence to work for the and efficiency of business in the food sector.”*

“Biorsaf has everything we look for in a RegTech company: strong technology, deep vertical expertise and position in a highly regulated market” commented **Giuseppe Donvito, Partner at P101**. *“We will be backing the company through this next significant growth phase, working alongside the team, including through buy-and-build strategies, to build a platform capable of accelerating the digital transformation across an entire industry.”*

The round also saw the participation from **Maia Ventures**, a venture capital fund specialising in agrifoodtech and **Farming Future – the National Technology Transfer Hub for AgrifoodTech**, which originated and supported Biorsaf’s first funding round in November 2024, promoted by **CDP Venture Capital SGR** in partnership with **ToSeed & Partners**, and **Toscana Next**, the co-investment fund established and managed by CDP Venture Capital and backed by Tuscany’s leading banking foundations – Fondazione CR Firenze, Fondazione Cassa di Risparmio di Lucca, Fondazione Caript and Fondazione Monte dei Paschi di Siena – to maximise investment in innovative regional businesses. All were already investors in the company.



The deal further strengthens P101's presence in **RegTech**, which now accounts for nearly **20% of the investments** made via **Programma 103**, following its backing of **Aptus.AI** and **A-Cube**, while reaffirming its long-standing track record in the food sector, where it has previously backed innovative companies including **Cortilia, Soplaya and Tannico**.

The investment is the **16th** made through **Programma 103, Azimut ELTIF Venture Capital P103 and Programma 103R Digital**. Programma 103 is also supported by the European Union through the **InvestEU Fund**. Programma 103R Digital is supported by **CDP Venture Capital SGR** through the Digital Transition – PNRR Fund, which uses resources allocated by the European Union under the NextGenerationEU initiative to support the digital transition of value chains and small and medium-sized enterprises.

On the transaction announced today, **P101** was advised by law firm **Gatti Pavesi Bianchi e Ludovici**, while **Biorsaf** and **Cooki** were advised by **DATYCA Legal design Lab**.

P101 SGR

P101 SGR is a leading player in Italian venture capital, investing in innovative, technology-driven companies across Europe. Founded in 2013 by Andrea Di Camillo, the firm integrated PranaVentures, an operational venture capital manager focused on seed investing, in 2026, building a platform unique in Italy that can support entrepreneurs from their earliest seed stage through to growth and international expansion. With around €600 million raised, the platform has completed over 350 deals, including Musixmatch, Tannico, Deporvillage and FATMAP (acquired by Strava), investing approximately €250 million in more than 80 innovative companies and delivering 28 exits. In 2025, portfolio companies generated around €1.5 billion in combined revenue and employed over 5,000 people.

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