

Past, Present and Future: Slurpy unveiled

Lights and shadows of the website that aims to become the largest food social network in the world



Paris, Jan 4, 2021 ([Issuewire.com](https://www.issuewire.com)) - Since the advent of the Internet, restaurant websites started to populate the web with hundreds of platforms collecting information on food, dishes, location, and experience of customers. In the beginning, it seemed to be fantastic to have a preview based on the computer or mobile. Afterward, the amount of information has overcrowded, and choosing the best restaurant to go for dinner is not easy anymore. Digital users are entangled in a lump of information, so

that, choosing a restaurant online has turned to be a complicated experience. The idea behind it came in 2013 to the founder of the site, Simone Giovannini, who in search of a pizza take away, found himself running out of paper flyers and telephone numbers to contact. This is the starting assumption that Sluurpy's founder, Simone Giovannini, conceptualized in order to better organize worldwide information about food and restaurant experience for common people in search of restaurants.

Thus, began the physical collection of menus, brochures, and flyers, to be cataloged and digitized to always provide the right and whole information. Since then the website increased customers dramatically and it became the basis for the establishment of start-up 2017 named after the website "Sluurpy Srl" (Italian wording that corresponds to the acronym Ltd, namely limited company). The objective of the company became the development, production, and marketing of innovative products or services with a high technological value, and more specifically the development and marketing of innovative software and digital tools thought and dedicated to restaurant owners, for the pleasure of their future customers.

In 2020, 3 years later the company's foundation, the growth of the [Sluurpy's website](https://www.sluurpy.com) has become relevant, becoming a social food network used worldwide by 3 million people every month. In the website (www.sluurpy.com), users can access a digital "square court", selecting among 4 million restaurants enlisted across 67 countries, and choosing the best place to eat, according to tastes and preferences. In [Sluurpy](https://www.sluurpy.com), all the information are combined in one single search engine, where the users, or the so-called "Fuudies", can browse for each restaurant the official menus, photos, and click the telephone numbers. The most remarkable and popular asset provided by restaurateurs and browsed by Fuudies is the original Digital Menus of pizzerias, trattorias, bars, and restaurants, accounting for about 1,1 million units. For each restaurant, there is also an evaluation tool called "Sluurpometro" able to show a summary vote, derived by an algorithm based on a simplistic artificial intelligence: it calculates the general level of appreciation, retrieving the information coming from other websites, online review sites, social networks, and food guides.

Therefore, [Sluurpy](https://www.sluurpy.com) is configured as a digital service provider based on the collection and analysis of big data about food and beverage trends through algorithms, in order to improve online performances of the website and to enhance user interaction and the user experience.



Sluurpy s.r.l.

info@sluurpy.it

Source : Sluurpy Ltd

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