

## La storia dello scaffale (*The Story of the Shelf*)



Once upon a time there was a supermarket.. and it is still there!  
by Riccardo Garosci and Franco A. Fava  
Sperling & Kupfer (series Economy & Management)

The birth of the first grosmarkets, the invention of the "private label" and the groups of purchases, the creation of prototypes of discount cards: every 100 lire of shopping the costumer received a stamp of 5 lire with which he filled out a card that, when it was completed, he received a bonus of 500 lire on the next shopping. This and some other stories are in "Once upon a time there was a supermarket.. and it is still there!", the book written by Franco A. Fava and Riccardo Garosci (Sperling & Kupfer, 2008) which tells the story of supermarkets: "the wonderful 50's", as Anna Bartolini says, "that make our head spin around". 1957: the first supermarkets opened in Italy and the commercial and social revolution started. The post-war period, the years of the economic boom express the desire of family and the desire to start over again.. the desire of purchase. New spaces and purchasing formulas were born: the supermarkets, the discounts, the franchising, the iper. The events of the consortium Vegè and the firm of the Garosci Family, born at the end of the '800 dealing the precious Italian oil and the Rossese wine, facilitating the development and the success of the modern trade in Italy.