

CAPTVITA CASE STUDY

CIBO D'ARGENTO

Three Italian Brands. Built from Zero in the U.S.

CaptVita built and operates the U.S. marketplace infrastructure behind ArteOlio, 1870, and Casa Rinaldi - launching each from zero and creating measurable growth across the portfolio.

3	ITALIAN BRANDS launched from zero U.S. marketplace presence	~500	ARTEOLIO BOTTLES PER MONTH from zero in less than nine months
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ENGAGEMENT AREAS

INTELLIGENCE & POSITIONING	GO-TO-MARKET & LAUNCH	BRAND & CREATIVE
PLATFORMS & DIGITAL SHELF	MEDIA & DEMAND	COMMERCE OPERATIONS & LOGISTICS

A VERIFIED LAUNCH SEQUENCE

ArteOlio launched in May 2025, 1870 in August 2025, and Casa Rinaldi in February 2026. Each began with no U.S. marketplace presence; products from all three later earned Amazon's Choice and Best Seller badges.

THE STORY

Building One U.S. Commerce Operation Across Three Brands

THE CONTEXT

Cibo d'Argento is the exclusive importer and commercial partner for ArteOlio, 1870, and Casa Rinaldi. Each brand entered the engagement with products and international history, but no established U.S. marketplace presence.

The portfolio needed one operating backbone without turning three distinct brands into one generic catalog.

The assignment required CaptVita to coordinate strategy, content, advertising, inventory, fulfillment, and platform operations across three launch timelines and multiple international teams.

THE CONSTRAINT

THE CORE ISSUE

Cibo d'Argento did not simply need three listings. It needed a complete U.S. marketplace operation capable of launching, managing, and growing three brands at once.

- Market and competitive positioning
- Brand Stores, A+ Content, and product education
- FBA, safety stock, and direct fulfillment
- Reporting and platform issue management
- U.S. catalog architecture and launch sequencing
- Amazon advertising and organic search
- Inventory, shelf life, and international replenishment
- Coordination across the U.S., Canada, and Italy

Without one accountable U.S. operator, Cibo d'Argento would have needed to coordinate separate providers for strategy, creative, media, marketplace management, warehousing, and fulfillment.

THE STRATEGY

CaptVita created one U.S. commerce infrastructure for the portfolio, then built an individual growth plan for each brand. Amazon became the primary measured growth platform, with Walmart infrastructure established where appropriate.

The launches were sequenced to maintain control and apply learning: ArteOlio in May 2025, 1870 in August 2025, and Casa Rinaldi in February 2026. CaptVita remained responsible after launch, using sales, search, advertising, and inventory data to identify where additional investment was justified.

ONE BACKBONE. THREE GROWTH PLANS.

Shared systems supported advertising, inventory, fulfillment, reporting, and platform management. Each brand retained its own positioning, customer experience, catalog, and growth priorities.

CAPTISCALE IN ACTION

One Connected System, Applied Across the Portfolio

Cibo d'Argento required market entry, creative, digital shelf, demand generation, and logistics to move together. CaptVita connected those disciplines inside one embedded U.S. commerce operation.

01 INTELLIGENCE & POSITIONING

Evaluated each brand, product family, competitive set, pricing, and U.S. marketplace opportunity independently.

02 GO-TO-MARKET & LAUNCH

Sequenced three launches, established the catalog and FBA foundation, and managed the move from market entry into growth.

03 BRAND & CREATIVE

Built brand-specific Stores, Brand Story, A+ Content, listing assets, and product education for U.S. shoppers.

04 PLATFORMS & DIGITAL SHELF

Built and managed the Amazon customer experience while establishing additional marketplace infrastructure through Walmart.

05 MEDIA & DEMAND

Managed Amazon advertising, SEO, and visibility, then shifted support toward products showing stronger commercial potential.

HOW THE ENGAGEMENT DEVELOPED**01****ARTEOLIO | MAY 2025**

Launched from zero; its core oil parent grew to nearly 500 bottles per month in less than nine months.

02**1870 | AUGUST 2025**

Built from zero U.S. marketplace presence; products earned Amazon's Choice and Best Seller badges.

03**CASA RINALDI | FEBRUARY 2026**

Built the Store, Brand Story, A+ Content, and initial nine-ASIN U.S. catalog.

04**IDENTIFY AND SCALE**

Pesto and Balsamic Glaze emerged as hero products within four to six months of launch.

CAPTIVITA'S ROLE: COMMERCE OPERATIONS & LOGISTICS

CaptVita remained responsible for FBA, warehousing, safety stock, freight, direct fulfillment, inventory reporting, and marketplace issue management across the portfolio.

THE RESULTS

Marketplace Traction Across Three Distinct Brands

~500**ARTEOLIO BOTTLES PER MONTH**

Grew from zero in less than nine months on the core olive-oil parent.

3**BRANDS LAUNCHED FROM ZERO**

ArteOlio, 1870, and Casa Rinaldi began with no U.S. marketplace presence.

4-6**MONTHS TO CASA RINALDI HERO PRODUCTS**

Pesto and Balsamic Glaze emerged as the early growth leaders.

BOTH**AMAZON'S CHOICE + BEST SELLER**

Products from each of the three brands earned both badges.

ONE EMBEDDED U.S. COMMERCE OPERATION

Cibo d'Argento gained a connected structure covering marketplace strategy, content, advertising, FBA, warehousing, fulfillment, reporting, and platform management across the portfolio.

PARTNER PERSPECTIVE

"CaptVita has integrated seamlessly into our company and provided the Amazon and ecommerce expertise that has allowed us to grow revenues each quarter. We will be lifelong clients."

MITCH LAUGHLIN

President, Cibo d'Argento

WHAT HAPPENED NEXT

As the brands gained traction, CaptVita continued refining advertising, organic visibility, marketplace content, and inventory planning while directing investment toward the strongest products. The relationship evolved from three sequential launches into an embedded portfolio operation supporting multiple brands and product families. Amazon's Choice and Best Seller badges are dynamic and apply to individual products; the badges cited reflect historical performance during the engagement.

BUILD YOUR U.S. COMMERCE OPERATION**START HERE**