

MARCHIO OSPITALITA' ITALIANA - 2011



Associazione delle Camere
di Commercio
Italiane all'Estero



**Istituto Nazionale
Ricerche Turistiche**



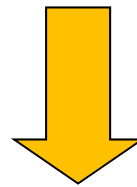
CAMERE DI COMMERCIO D'ITALIA



INTRODUCTION



The Italian cuisine must be considered a contribution to the world heritage and has to be protected against adulteration and falsification to preserve the history, culture, quality and authenticity.



The “Ospitalita’ Italiana Seal – Italian restaurants in the world” is an initiative born in 1997 to develop the quality of service in the hospitality industry. Conceived by UNIONCAMERE (National Association of the Chambers of Commerce in Italy), in collaboration with IS.NA.R.T (National Institute for Touristic Researches) and FIPE (Italian leader association in the restaurant and catering industry), the project aims at qualifying the restaurants that respect outstanding standards of Italian hospitality.





OBJECTIVES



- 1-** Develop and promote the traditions of the Italian agricultural and food products and enhance the Italian gastronomic culture.
- 2-** Promote the image of the Italian Restaurants abroad that guarantee the respect of the high quality of Italian hospitality.
- 3-** Create new opportunities and promotional activities for the Italian restaurants in the world and for the Ospitalità Italiana Seal.

ACTORS INVOLVED

The project sees the involvement of several organizations:

IN ITALY

- UNIONCAMERE (*National Association of the Chambers of Commerce in Italy*)
- IS.NA.R.T (*National Institute for Touristic Researches*)
- FIPE (*Italian leader association in the restaurant and catering industry*)
- MINISTRIES of *Tourism, Economic Development, Foreign Affairs, Cultural Activities*
- ITALIAN TOURIST BOARD
- ITALIAN TRADE COMMISSION
- OTHER ITALIAN FEDERATIONS
- ASSOCAMERESTERO (*Association of Italian Chambers of Commerce in the World*)

IN THE WORLD

- ITALIAN CHAMBERS OF COMMERCE



ROLES OF THE ORGANIZATIONS

COORDINATING COMMITTEE

The Coordinating Committee, presided by UNIONCAMERE and composed of representatives of the organizations involved, is in charge of determining the guidelines for the project.

CERTIFICATION COMMITTEE

The Certification Committee, composed of representatives of the organizations involved, is the technical committee in charge of verifying the respect of the requirements necessary to the qualification and certification of the Italian restaurants.

ITALIAN CHAMBERS OF COMMERCE IN THE WORLD

The Italian Chambers of Commerce in the World are the link with local Italian Restaurants, gathering all necessary information and documentation, conducting inspection visits and sending all materials to the Certification Committee for the verification process.



REQUISITES 1/4

1 – Identity

1.1 The Restaurant must employ at least one person able to interact with the clients in Italian.

2 – Restaurant rooms

2.1 The room must have one or more elements of distinctive Italian nature (pictures, photos, furnishings, Italian design or typical Italian features) and they have to be in good state.

3 – Menu / Enogastronomic proposal

3.1 The dishes included in the menu must be written in correct Italian Language.

3.2 The percentage of dishes and recipes of the Italian tradition should be no less than 51% of the total dishes offered in the menu.

REQUISITES 2/4

4 – Recipes description and indication of the origin of the ingredients

4.1 Description of at least 5 recipes of the Italian tradition included in the menu.

4.2 Description of the ingredients of Italian origin that most characterize each recipe, with indication of the geographic area (Region, Italian area) of origin.

5 – Wine list

5.1 The wine list must include at least 20% of DOP (DOC,DOCG, IGT) wines.

5.2 Wines must be identified with the Italian region of origin.

REQUISITES 3/4

6 – Extra virgin olive oil

6.1 *In the room the client should have at his disposal, on a trolley, tray or other, Italian extra virgin DOP olive oil.*

6.2 *Italian extra virgin DOP olive oil (or registered in the list of Italian traditional products) must be used for cooking and dressings.*

7 – Experience and proficiency in Italian cooking

7.1 *The Head Chef must be skilled in the preparation of dishes and recipes of the Italian cuisine. He must have at least one of the following requisites:*

- Professional Italian cooking certificate.*
- Training in an Italian restaurant for no less than a 6 months period.*
- No less than 3 years cooking experience.*

REQUISITES 4/4

8 – DOP products

8.1 The Restaurant has declared its commitment to enhance the culture and the instrument of the protected designation of origin (DOP), whether Italian or local, by highlighting these products in the menu.

9 – Enogastronomic DOP products used

9.1 The Restaurant must provide a list of all the enogastronomic DOP products currently in use and characterizing the gastronomic proposal offered in the menu.



ITALIAN CHAMBERS OF COMMERCE ABROAD



The Italian Chambers of Commerce Abroad are associations of Italian and local entrepreneurs and professionals, recognized by the Italian Government. They are established and developed basically in countries with a considerable Italian presence.

Today there are 75 Chambers in 49 countries.

The project “Ospitalita’ Italiana Seal – Italian restaurants in the world” sees the participation of **65** Italian Chambers of Commerce in the world, involved in the process of certification in **46 countries**.



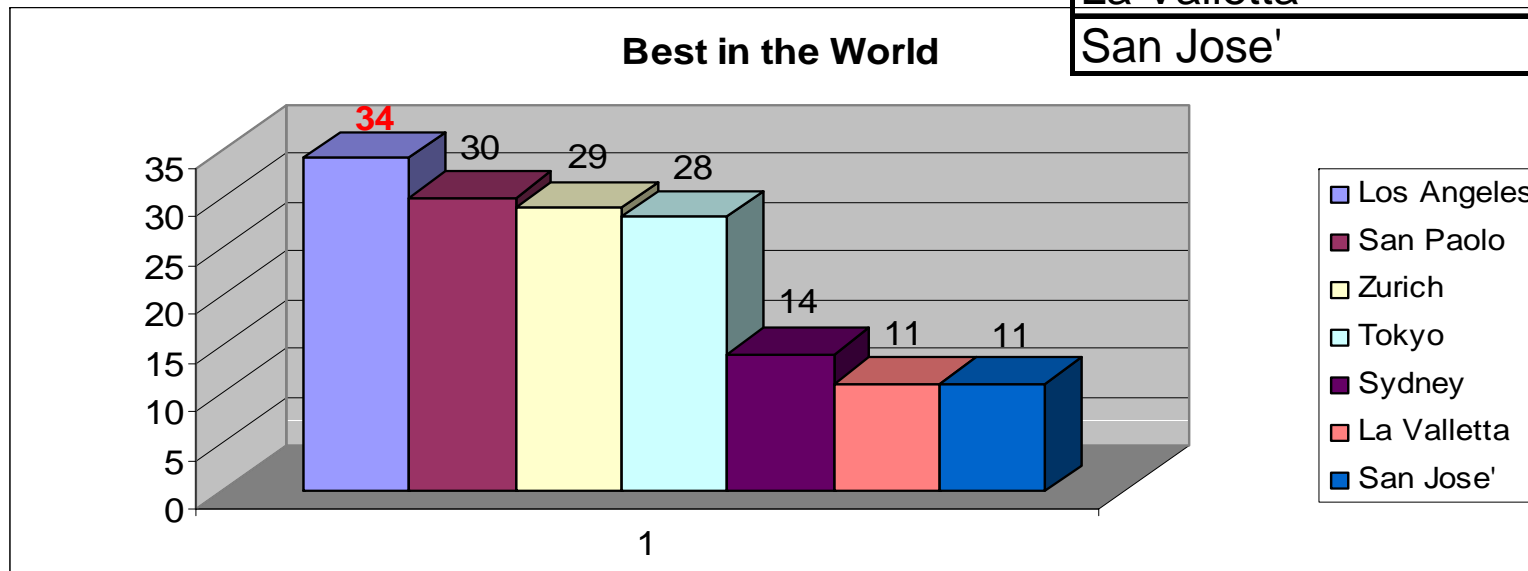
CERTIFIED ITALIAN RESTAURANTS IN THE WORLD

AREA	N.
Europe	280
NAFTA Area	141
Asia and South Africa	123
Mercosur Area	50
Ande and Centre America	33
Australia	32
Mediterranean Area	14

OUTCOME

The Italy-America Chamber of Commerce West in Los Angeles certified **a total of 34 restaurants, the highest number** among the 65 participating Italian Chambers of Commerce in the world.

City	N.
Los Angeles	34
San Paolo	30
Zurich	29
Tokyo	28
Sydney	14
La Valletta	11
San Jose'	11



CERTIFIED RESTAURANTS

Ago Restaurant

Amarone Kitchen and Wine

Angelini Osteria

Antica Pizzeria

Bacco

Cafè Med

Caffè Pinguini

Caffè Roma

Canali Cafè

Da Pasquale Trattoria

Drago Centro

Drago Restaurant

Enoteca Drago

Il Buco

Il Grano

Il Moro

Il Pastaio

Il Piccolino

La Bottega Marino

La Ciccia

Locanda del Lago

Marino Ristorante

Osteria Latini

Palmeri Restaurant

Pastina Trattoria

Pecorino

Piccolo Paradiso

Sapori

Sor Tino

Terroni

Toscanova

Trattoria Pinocchio

Valentino Ristorante

Via Alloro

WIN A TRIP TO ITALY

The 34 certified restaurants in Los Angeles and San Francisco will be involved in a “***Vota e Vinci = Vote and Win***” program.

Customers will have an opportunity to cast their vote for their favorite certified restaurants.

All voters will be eligible to win the final price: **a fantastic trip for 2 to Italy to discover the history, culture, quality and authenticity of this great country.**

The best restaurants voted in the 7 geographic areas in the world will be invited to Italy to participate in a Gala Award Ceremony.

The Italy-America Chamber of Commerce West will provide the restaurants with further instructions and voting materials.



Join us for the first annual Viva Vino LA Grand Tasting, starring the traditional varietals of Italy. Take advantage of this unique opportunity to acquaint yourself with the wines, wineries and winemakers.



When:

Wednesday

May 18, 2011

12:00 PM – 5:PM (Trade)

6:30 PM – 9:00 PM (Consumers)

Where:

Skirball Cultural Center
2701 North Sepulveda Blvd.
Los Angeles, CA 90049





THE END



THANK YOU FOR BEING WITH US

For any further information please do not hesitate to contact us at

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