



## **An Opportunity for Italian Restaurants to Join Ospitalita' Italiana**

### **WHAT IS THE "OSPITALITA' ITALIANA SEAL- ITALIAN RESTAURANTS IN THE WORLD"**

Ospitalita' Italiana is a quality seal that was launched in Italy in 1997 to promote the quality of Italian Touristic enterprises and to guarantee consumers of the quality of the services delivered.

Conceived by UNIONCAMERE (Association of the Chambers of Commerce in Italy) in collaboration with FIPE – Federazione Italiana Pubblici Esercizi and supported by ISNART, Ospitalita' Italiana engages about 5,000 among hotels, restaurants and holiday farms located in 18 Italian regions.

On the basis of the success obtained in Italy, UNIONCAMERE has extended the project overseas involving the 75 Italian Chambers of Commerce Abroad. The Italy-America Chamber of Commerce West – IACCW is extending the invitation to Italian Restaurants in the Western United States to become part of this important project.

### **OBJECTIVES**

- Promote the traditions of Italian agricultural and food products
- Feature the Italian gastronomic culture and the image of Italian Restaurants abroad
- Guarantee the quality standards of the Italian Hospitality

### **PRE-REQUISITES FOR PARTICIPATION**

In order to achieve the goals above, a 10-points check list states the pre-requisites for the candidates:

1. *The restaurant must engage at least one person able to interact with the clients in Italian*
2. *The place should have one or more typical Italian elements*
3. *The menu should be written in correct Italian language*
4. *The menu should mostly include (51%) of dishes and recipes of the Italian tradition*
5. *Description of the ingredients of at least 5 recipes of the Italian tradition included in the menu. Indication of the Regions/Zones of origin of the ingredients that mostly characterize each recipe*
6. *The wine list should include at least 20% of DOP Italian wines*
7. *Availability of extra virgin DOP olive oil to customers*
8. *The restaurant should have at least one person in the kitchen who could attest his/her own experience/proficiency in Italian cooking*
9. *The restaurant is required a commitment declaration to make known and enhance the culture and the instrument of the designation of origin, whether Italian or local*
10. *The restaurant is required to list the main DOP products used*

All the Restaurants approved by the Italian Certification Commission will:

- receive the Ospitalita' Italiana Promotional package, including a certificate, official plate and window decals
- be listed in all the participant internet portals
- participate in the Award "Italian Restaurants In The World"

### **HOW TO JOIN OSPITALITA' ITALIANA**

All Italian Restaurants interested in joining the project "Marchio Ospitalità Italiana - Italian Restaurants in the World" are kindly requested to contact the IACCW for any further information (Lucia Peretti, Tel. 310-557-3017 or email [peretti@iaccw.net](mailto:peretti@iaccw.net)).