



Istituto Nazionale
Ricerche Turistiche



Ospitalità Italiana Seal of Quality
ITALIAN RESTAURANTS IN THE WORLD
Specifications

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INTRODUCTION

The Italian cuisine is the fruit of a secular historical process of our society, always protagonist of significant moments of human civilization. Due to a historical Italian tendency to attend human relationships and the quality of life, the culture of the table has become with the passing of time the symbol of hospitality and welcome and food has taken on a value similar to art and music.

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

WHAT IS THE “OSPITALITA' ITALIANA SEAL- ITALIAN RESTAURANTS IN THE WORLD ”

The “Ospitalità Italiana seal - Italian Restaurants in the world” is an initiative conceived by Unioncamere in collaboration with F.I.P.E. - Federazione Italiana Pubblici Esercizi - and with the support of the IS.NA.R.T. - Istituto Nazionale Ricerche Turistiche.

The award benefits from the experience gained in Italy from IS.NA.R.T. with ideation of the:

- Ospitalità Italiana seal, born in 1997 to develop the quality of service and for the consumer guarantee, engages in Italy about 5.000 touristic enterprises (among hotels, restaurants and holiday farms) located in 18 Italian regions.

OBJECTIVES

- Develop and promote the traditions of the Italian agricultural and food products and valorise the Italian gastronomic culture;
- valorise the image of the Italian Restaurants abroad that guarantee the respect to standard quality of the Italian hospitality;
- create new opportunities and promotion actions for the Italian restaurants in the world and for the Ospitalità Italiana seal.

TECHNICAL SPECIFICATIONS

The present specification, prepared by the Istituto Nazionale per le Ricerche Turistiche - ISNART, sets out the requisites that the Italian catering facilities in the world must fulfil in order to deserve the “Ospitalità Italiana” seal of quality. It is specified that the lack of some of the requisites set below is not binding for the purposes of the admission. The “Ospitalità Italiana” seal is aimed at qualifying the restaurants in relation to the requisites of the service quality and the facilities.

AIM AND APPLICATION FIELD

The present Technical Specifications define the qualification requisites of the service that the catering service abroad must meet to obtain the “Ospitalità Italiana Seal”.

The Technical Specifications are of general nature and are valid at international level.

COORDINATING COMMITTEE

A Coordinating Committee will be formed in Italy which will represent the institutional organ (*governance*) made up of representatives of the competent Ministries (Tourism, Economic Development, Foreign Affairs, Assets and Cultural Activities) and by ENIT, ICE, FIPE, Federalimentare, Confagricoltura, Coldiretti, Assocamerestero. The Committee is presided over by Unioncamere and determines the guidelines for the project.

CERTIFICATION COMMITTEE

A Certification Committee will be formed in Italy in order to confer the “Italian Hospitality Brand.”

The Verification Committee which represents the technical organ is made up of representatives from ENIT, ICE, FIPE, Federalimentare, Confagricoltura, Coldiretti, Assocamerestero.

The verification of the respect of requirements provided by the disciplinary will be carried out in Italy by the Certification Committee following the transmission of self candidature and of the documentation gathered in the phase of inspection visits by the local Italian Chamber of Commerce Abroad at the location. The Certification Committee as an organ at the head of the conferral of the brand, after having carefully examined all the material gathered during the phase of inspection visits and verified the respect of general requirements, will attribute the certification “Italian Hospitality Brand” or not.

GENERAL REQUISITES

- 1 IDENTITY
- 2 RESTAURANT ROOMS
- 3 MENU/ ENOGASTRONOMIC PROPOSALS
- 4 RECIPES DESCRIPTION AND INDICATION OF ORIGIN OF INGREDIENTS
- 5 LIST OF WINES
- 6 EXTRA VIRGIN OLIVE OIL
- 7 EXPERIENCE AND PROFICIENCY IN ITALIAN CUISINE
- 8 DOP PRODUCTS
- 9 DOP ENOGASTRONOMIC PRODUCTS USED

1 Identity

- 1.1 The Restaurant must employ at least one person able to relate 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**.
- 2.2 Plates, glasses, cutlery mise en place should be, in part of definite Italian origin.

3 Menu/ Enogastronomic proposal

- 3.1 The dishes included in the menu must be also written in correct Italian language.
- 3.2 The percentage of dishes and recipes of the Italian tradition should not be less than 50% of the total dishes offered in the menu.

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 characterizes each recipe, with indication of the geographic zone (Region, Italian zone) of origin.

5 Wine list

- 5.1 The list of wines must include at least 20% of DOP (DOC,DOCG, IGT) wines.
- 5.2 Wines must be identified with the Italian region of origin.

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 For the cooking and dressings it must be used the Italian extra virgin DOP olive oil or registered in the list of Italian traditional products.

7 Experience and proficiency in Italian cooking

- 7.1 The Head Chef must be skilled for the preparation of dishes and recipes of the Italian cuisine by at least one of the following requisites:
 - professional Italian cooking certificate
 - training in an Italian restaurant for a non less than 6 month period;
 - not less than 3 years cooking experience.

8 DOP products

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

9 Enogastronomic DOP products used

- 9.1 It should be provided a list of all the enogastronomic DOP products used in the restaurant characterizing the gastronomic proposal offered in the menu.

Audit

The verification of requirements brought forward in the present Disciplinary will have to be carried out through inspection visits by the evaluator, subject indicated by the Italian Chamber of Commerce Abroad under the strict coordination and control of the Secretary General (a professional person with requirements of being a third party according to the Law 518/70 and successive implemented acts). During the inspection visit at the restaurant, the evaluator will have to further gather the following documentation:

- photographs of the premises;
- photographs or file of the menu and list of wines;
- brief description, provided in electronic format, of at least 5 recipes of the Italian tradition included in the menu and of the ingredients of Italian origin, that most characterized each recipe, with indication of the geographic zone (Region, Italian zone) of origin.
- brief description, provided in electronic format or video, attesting the own experience and proficiency in Italian cooking

It is possible to provide (optional) a resume (in electronic format) of the Head Chef and a short video relating the history of the restaurant.

All documentation provided in the candidacy phase should be produced exclusively in electronic format (photos, videos, files).