

THE PROJECT ITALIAN HOSPITALITY - ITALIAN RESTAURANTS IN THE WORLD

September 2011

1 Preamble

Italian cuisine is the result of a centuries-old historical process of Italian society, always leading to significant moments of human civilization. For an innate inclination to the attention of the Italians to human relationships and the quality of life, the culture of the table has become in the course of time the symbol of hospitality and welcome, the food has taken on a value like art and music. For these reasons, the Italian food should be considered a contribution to the heritage of humanity and should be defended and protected from adulteration and falsification to preserve its history, culture, quality and authenticity.

With this in mind Unioncamere, on the basis of the experience of the brand "Italian Hospitality" carried out with the operational support of IS.NA.RT (National Institute for Research on Tourism - A company owned by Chambers of Commerce), promoted the project " ITALIAN HOSPITALITY, ITALIAN RESTAURANTS IN THE WORLD " addressed to all the Italian restaurants abroad, ensuring compliance with quality standards typical of Italian hospitality.

The aims of the project are:

- to develop and promote the traditions of Italian food products and upgrade the culture of Italian food and wine;
- to enhance the image of Italian restaurants abroad that guarantee respect of the quality standards of Italian hospitality;
- to create an international network, providing for the realisation of promotional events of Italian productive excellence.

The "Italian Hospitality, Italian Restaurants in the World" project has the following general organisation:

- **Coordination Committee**, is chaired by Unioncamere and composed of representatives of ministries, associations, interested public entities and by the Chairman of the Evaluation Committee. It is the governance organ of the initiative, whose task also includes the definition and updating of the 10 rules of good Italian hospitality. Representatives appointed by the interested public entities concerned or their delegates will participate at its meetings.
- **Evaluation Committee**, is the technical organ composed of experts representative of key institutions and organisations involved or their delegates. The Chairman is appointed by the Coordination Committee. The Evaluation Committee will examine the dossier and, it being the case, issue the certificate "Italian Hospitality, Italian Restaurants in the World."

- **Italian Chamber of Commerce Abroad (CCIE)**, deals, also with the coordination of Unioncamere and Assocamerestero, with the popularisation of the initiative, to provide information on how the brand is awarded, to solicit and collect the candidatures of restaurants. The CCIE will handle, under the close supervision of the Secretary-General, the implementation of the inspection visit and that for the maintenance of the certificate issued to restaurants.
- **Technical Assistance**, is entrusted to IS.NA.R.T. which will provide secretariat and technical support for those involved in the initiative.

2 Certification procedure

The certification procedure will be carried out through the following phases:

- Phase 1 - Information: CCIE will launch a communication campaign to raise awareness of the restaurants present in their territories to join the project "Italian Hospitality, Italian Restaurants in the World"
- Phase 2 - Candidates: the interested restaurants become candidates by sending to the competent CCIE the application form for participation in the initiative, completed and signed.
- Phase 3 - Admission: the CCIE receives the membership requests and, subject to formal checking of application documents, admits the businesses to the next phase of evaluation by the Evaluation Committee.
- Phase 4 - Visit: The CCIE effectuates the visits to the restaurant candidates. During the visit, the evaluation checklist is completed, accompanied with photographic back-up, files and statements.
- Phase 5 - Certification: the candidates are considered by the Evaluation Committee, based on prior determination of compliance with requisites for the certification: "Italian Hospitality, Italian Restaurants in the World"
- Phase 6 - Information: the candidate restaurants are notified of the outcome of the assessment by the Evaluation Committee. In the communication, areas for improvement are explicitly set forth in a personalised manner.
- Phase 7 - Promotion: in the start-up phase of the initiative, on the occasion of awarding certificates to restaurants, with the related delivery of the certificates, window stickers and plaques, the local CCIE will organise a press conference/launch event with the participation of local and national journalists. At the same event, the restaurants will enjoy further promotional activities, such as: a press conference in Italy for the launch of the initiative by video-conference with the principal cities of the continent, press conferences abroad to launch the initiative, internet publishing, mobile phone applications (eg. i-Phone) and on social networks, admission to the award-giving event of the "Italian Hospitality, Italian Restaurants in the World" that awards a prize to the structures most voted by customers.

3 Guidelines

The guidelines consist of the following 10 rules:

- 1. Identity and Italian Distinctiveness**
- 2. Reception**
- 3. Mise en Place**
- 4. Kitchen**
- 5. Menu**
- 6. Gourmet Offer**
- 7. Wine List**
- 8. Extra Virgin Olive Oil**
- 9. Experience and Competence**
- 10. PDO and PGI Products**

Each rule is declined into specific requirements that are described in the Technical Specification.

4 Verification of the requirements

The verification of the requirements is carried out through interviews, desk reviews of operating procedures used to verify the performance of activities, inspection visits in different areas of the restaurant. In relation to the degree of satisfaction of the requirement is given a score. The sum of the scores obtained for each requirement determines the level of hospitality in the restaurant. Successful completion of a minimum level of points determines the success of the evaluation and release of the brand. There are five requirements defined KO, which if not satisfied may lead to the non granting, suspension or withdrawal of the brand.

5 The certificate

The certificate is the document that is issued to the restaurant that has successfully passed the evaluation. The level of hospitality obtained by the restaurant is highlighted therein.

6 The documents

The documentation arranged for the management of the project is summarized below:

- The Project Italian Hospitality Italian restaurants in the world: that is this document describing the operation of the project, those involved and their responsibilities;
- Technical specifications: a document that defines the guidelines of Italian hospitality and individual requirements in which the guidelines is declined;
- Regulation: Document which lays down the conditions to be followed by the facilities in order to obtain the label;
- Application for membership: the module through which the restaurants present their candidacy to the CCIE to participate in the project;
- Evaluation Board: document used by inspectors to carry out evaluation of the restaurant;
- Handbook for the assessment of restaurants: a document that defines the ways in which the inspection visits must be conducted and that is delivered to the assessors.