



UNIONCAMERE



Technical regulations for issuing the “OSPITALITÀ ITALIANA” trademark for Gelaterie Italiane nel Mondo



INTRODUCTION

Unioncamere has promoted the project “OSPITALITÀ ITALIANA, GELATERIE ITALIANE NEL MONDO” to enhance Italian ice cream parlours abroad that guarantee the respect of quality standards typical of Italian hospitality. It has done so with the operational support of the National Institute for Tourism Research (IS.NA.R.T), a company of the Chambers of Commerce.

The Coordination Committee, the governing body of the project, has defined and keeps updated these Technical Regulations that set out the requirements which Italian ice cream parlours abroad must meet to be granted the trademark “Ospitalità Italiana, Gelaterie Italiane nel Mondo”.

PURPOSE AND SCOPE OF APPLICATION

The Regulations, of a general nature and internationally valid, consist of the following 10 rules:

1. **Access**
2. **Hospitality**
3. **Communication**
4. **Equipment**
5. **Product**
6. **Service**
7. **Transparency**
8. **Accessories**
9. **Eco-compatible approach**
10. **Enhancement of Made in Italy**

Each rule is divided into specific requirements that are set out below.

There are six essential requirements (KO) which, if not met, lead to the trademark not being issued. The essential requirements, identified in the text with the bold character and the indication “KO”, relate to the use of the name Gelateria and/or Gelato to identify the parlour and the product, as well as equipment and ingredients that show the traditional quality and the quality standards in the preparation of Italian gelato. Fulfilment of the KO requirements within three months of the verification allows the subsequent issue of the trademark, if the other conditions are met.

Please note that the absence of some of the requirements indicated below, except those identified as KO, is not binding for the purposes of application.



REQUIREMENTS

1. ACCESS

- 1.1. The Gelateria is easy to identify through good signage and has a sign that allows easy recognition as an Italian Gelateria.
- 1.2. **The word *gelateria* or *gelato* appears in the sign of the parlour, in the display or internal visual of the store. The presence of other names or translations or changes such as: Ice, Ice cream, creamery, etc., (KO) are not allowed.**
- 1.3. The Gelateria has a pleasant well-kept outdoor front.
- 1.4. The Gelateria shall make available chairs, benches, tables and umbrellas if outdoors.
- 1.5. Access to the Gelateria is facilitated for people with disabilities.

2. HOSPITALITY

- 2.1. The Gelateria has an overall image that is well kept, and its setup is clean and well maintained.
- 2.2. The Gelateria displays elements that unequivocally recall Italy (flag, photo, etc.)
- 2.3. The Gelateria has an organised playground for children.
- 2.4. The Gelateria offers the possibility to buy beverages.

3. COMMUNICATION

- 3.1. The Gelateria has a website with information about how to reach it, the products, the Italian origins of the ice cream and other Italian socio-cultural elements.
- 3.2. The Gelateria avails of staff who knows the Italian language.
- 3.3. The Gelateria organises events or information moments on ice cream and Italian products or other topics related to Italy.
- 3.4. The Gelateria provides information on the geographical origin of the raw materials and/or on the production process adopted.
- 3.5. The Gelateria plays Italian music, in a non-intrusive manner.
- 3.6. The Gelateria presents videos or different media that convey images of the product and Italy.

4. EQUIPMENT

- 4.1. **The *gelato* is displayed in horizontal display cabinets or supply wells Made in Italy (KO)**
- 4.2. The horizontal display cabinets or wells are clean and well maintained.
- 4.3. The level of ice cream inside the tanks is such that it does not exceed the flow of cold air generated inside the horizontal display cabinets.



4.4. The Gelateria uses a batch freezer, pasteurizing machine, preservation / maturation vat, blast chiller, refrigerated cabinet in the hot process. The equipment can be combined (pasteurizing machine – batch freezer – preservation vat). If the Gelateria uses a cold process, it is sufficient that batch freezer, blast chiller and refrigerated cabinet (KO) are present.

4.5. The Gelateria uses a batch freezer and a pasteurizing machine Made in Italy (KO).

4.6. In the Gelateria there are no soft-ice machines to make *gelato* (KO).

4.7. The Gelateria uses a blast chiller, maturation vat, refrigerated cabinet Made in Italy.

5. PRODUCT

5.1. The Gelatiere (ice-cream maker), head of recipe supervision, is qualified, having attended specific courses for the preparation of *gelato*, has many years of experience in the sector, keeps himself/herself up-to-date.

5.2. The Gelateria prepares the main flavours of the Italian tradition (at least: chocolate, hazelnut, pistachio, stracciatella).

5.3. The Gelateria indicates the flavours with the Italian name as well as any translation into the local language. The flavours are well indicated with the flavour-markers.

5.4. The Gelateria prepares flavours that take into account food intolerances and /or specific nutritional needs.

5.5. The Gelateria clearly displays the book/sign of ingredients with the list of prepared flavours, each accompanied by an indication of each ingredient contained in it (including the composition of the stabilising part, specifying what it is made of) and any allergens present that are well highlighted.

5.6. The raw materials used for the preparation of certain flavours have an Italian origin.

5.7. The Gelateria uses ingredients from raw materials composed mainly of cow's milk and its derivatives, from hens' eggs, fruit and sugars. No artificial flavours or synthetic flavourings, colourings, hydrogenated fats, palm oil, rapeseed oil, GMO ingredients, modified or synthetic additives shall be used.

5.8. The Gelateria uses *gelato* bases (stabilising part) and *gelato* pastes (flavouring part) of Italian origin (KO).

5.9. The Gelateria produces its ice cream using either the hot process – which provides for a heat treatment of the mixture prior to batch freezing – and / or the cold process. The steps for both are set out below.



Hot process:

- a. mixing the ingredients;
- b. pasteurisation and possible homogenisation;
- c. maturation;
- d. any blending of further ingredients;
- e. batch-freezing;
- f. blast-chilling.

Cold process:

- a. mixing the ingredients;
- b. batch-freezing;
- c. blast-chilling.

6. SERVICE

- 6.1. The Gelateria avails of staff who is attentive to the needs of customers and in sufficient number in relation to the surface area of the parlour, the range of flavours, the foot traffic.
- 6.2. The sales staff uses gloves, work hat/beret and cone cover / wipe.
- 6.3. The staff wears a personalised uniform with a nameplate showing the name of the operator.
- 6.4. The Gelateria is organised for ice-cream take away in special dedicated packaging with its own logo and/or graphics evocative of Made in Italy.
- 6.5. The Gelateria is equipped with a modern ordering system and handles home delivery.

7. TRANSPARENCY

- 7.1. The receipt, where applicable, is clear and shows all items of expenditure separately.
- 7.2. The Gelateria accepts payments with the most popular credit/ATM cards.
- 7.3. The cash register and scales are in an accessible position and have a clearly visible display.
- 7.4. The price list is clear and evident.

8. ACCESSORIES

- 8.1. The Gelateria makes available bins for customers' waste indoors and outdoors.
- 8.2. The toilets, where present, are equipped with good lighting, sanitary facilities in good condition and equipped with paper rolls, bins and feminine hygiene disposal bags. The toilets are differentiated male/female/persons with disabilities, sufficiently large, well maintained, enriched with furnishing elements/decoration and provided with the main accessories (automatic WC sanitisation, clothes hooks, soap dispenser, automatic hand drying system, disposable WC covers, etc.).
- 8.3. The Gelateria is equipped with free WiFi for customers and the service is indicated.



9. ECO-COMPATIBLE APPROACH

- 9.1. The Gelateria carries out separate waste collection.
- 9.2. The machinery used has a good level of energy efficiency.
- 9.3. The toilet, where present, is equipped with automatic devices to reduce water and energy resources.
- 9.4. The Gelateria uses water saving systems (e.g. water recycling economiser for refrigeration systems).
- 9.5. The Gelateria demonstrates sensitivity to eco-sustainability issues (e.g. use of biodegradable paper/detergents, use of biodegradable / recyclable packaging, etc.).

10. ENHANCEMENT OF MADE IN ITALY

- 10.1. The Gelateria offers the possibility to purchase other “Made in Italy” products.
- 10.2. The Gelateria realises and/or participates in information campaigns to give “Made in Italy” a greater value, with particular attention to the image that traditional Italian *gelato* enjoys today in the world.
- 10.3. The furniture is Made in Italy.