



UNIONCAMERE



ISNART

TECHNICAL SPECIFICATIONS
FOR GRANTING THE
"MARCHIO OSPITALITÀ ITALIANA" TRADEMARK

- Pizzerie Italiane nel Mondo -



Summary

1. INTRODUCTION	3
2. SCOPE AND FIELD OF APPLICATION	3
3. REQUIREMENTS.....	4
1) IDENTITY, DISTINCTIVENESS AND COMMUNICATION.....	4
2) HOSPITALITY.....	4
3) MISE EN PLACE AND CUISINE	4
4) MENU	5
5) GASTRONOMIC OFFERING.....	5
6) BEVERAGE LIST.....	5
7) BASIC INGREDIENTS	6
8) EXPERIENCE AND COMPETENCE	6
9) PDO AND PGI PRODUCTS.....	6
10) THE PROMOTION AND VALORISATION OF MADE IN ITALY	6



1. INTRODUCTION

With the aim of promoting Italian Pizzerias abroad that guarantee the quality standards typical of Italian hospitality, Unioncamere, with the operational support of the National Institute for Tourism Research - IS.NA.R.T. - a company of the Italian Chambers of Commerce, has promoted the "OSPITALITÀ ITALIANA, Pizzerie Italiane nel Mondo" project.

The Coordination Committee, the governance body of the project, has produced this Technical Specification, which is updated regularly. The document defines the requirements that Italian Pizzerias operating abroad are required to fulfil in order to be granted the "'OSPITALITÀ ITALIANA, Pizzerie Italiane nel Mondo" trademark.

2. SCOPE AND FIELD OF APPLICATION

The Technical Specification defines the requirements for the granting of the "OSPITALITÀ ITALIANA, Pizzerie Italiane nel Mondo" trademark, in order to define and enhance the value of establishments that focus on quality, Italian distinctiveness and the pairing of Destination-Italian Tourism Products with the range of products and services they offer to the public.

The Rules and Regulations, of a general nature and valid at the international level, are structured around the following 10 rules:

- 1) Identity, distinctiveness and communication
- 2) Hospitality
- 3) Mise en place and cuisine
- 4) Menu
- 5) Gastronomic offering
- 6) Beverage list
- 7) Basic ingredients
- 8) Experience and competence
- 9) PDO and PGI products
- 10) The promotion and valorisation of Made in Italy.

Each rule is articulated in specific requirements, which are outlined below. Eight (8) essential requirements **(KO)** have been defined. Failure to comply with these requirements may lead to refusal to grant, suspension or revocation of the trademark. The essential requirements are appropriately identified in this document in bold typeface.



3. REQUIREMENTS

1) IDENTITY, DISTINCTIVENESS AND COMMUNICATION

- a. The interior of the establishment is well maintained and evokes the "Italian spirit" by means of distinctive elements (paintings, photographs, furnishings, Italian or typical Italian design and the playing of Italian music).
- b. The Pizzeria is listed in international and national guides.
- c. The information provided through a website, social media and other means communicates Italian identity and distinctiveness.
- d. **(Essential requirement – KO)** The menu has to be written mainly in Italian, with no spelling, grammatical or syntactical errors in the Italian text used in the menu documents and telematic media:
 - i) *For PDO/DOCG, PDO/PGI products mentioned in the menu, it is necessary to use the correct registered name;*
 - ii) *Corrections to the content of telematic means must be made during the preliminary examination period. Corrections can be made to the menu on paper during the first renewal of the trademark, with the assistance of the Italian Chambers of Commerce Overseas (Camere di Commercio Italiane all'Estero - CCIE) and the ISNART Evaluation Office.*

2) HOSPITALITY

- a. The area outside the Pizzeria is well-kept, clean and illuminated.
- b. The Pizzeria is accessible because it has no architectural barriers.
- c. The Pizzeria employs staff (at least one person) who understands the Italian language.
- d. The staff is easily identifiable and able to explain the main characteristics of the traditional Italian pizzas on offer, the gastronomic culture of the territory of origin, ingredients, and Italian alcoholic and non-alcoholic beverages (wines, beers, mineral waters, etc.).
- e. The establishment has a special waiting area, separate from the dining room, which is spacious and welcoming (this requirement applies only to takeaway establishments).

3) MISE EN PLACE AND CUISINE

- a. The mise en place is of Italian design and/or origin and includes:
 - i) *Glass or crystal drinking glasses that are appropriate to the type of beverage served;*
 - ii) *Cutlery in stainless steel and appropriate to the type of dish served;*
 - iii) *Table linen, where present, of good workmanship, clean, undamaged and unrepaired.*
- b. The mise en place (glasses, cutlery and table linen) is perfectly clean (no halos, small traces of limescale, etc.), well maintained and appropriate to the type of beverage/dishes served.
- c. The counter/display case of the Pizzeria is large and provides information in the Italian language for all the products on display.
- d. The Pizzeria provides disposable plates, cutlery, glasses, etc. that are compostable or recyclable, in any case environmentally friendly. Plastic plates, glasses and cutlery are not permitted.



- e. There must be an oven (preferably wood-burning) that can reach a temperature of at least 450°, which is necessary to cook a good Italian pizza.
- f. The wood-fired or electric oven and workbench must be visible.
- g. The oven is manufactured in Italy.

4) MENU

- a. **(Essential requirement – KO)** The menu of the Pizzeria is predominantly composed of pizza options as opposed to those consisting of other types of food options.
- b. **(Essential requirement – KO)** The percentage of pizzas with Italian names is prevalent, traditional names, when present, correspond to the most frequent names of the various Italian Regions, and the garnishes are consistent with the names used.
- c. **(Essential requirement – KO)** A minimum of 2 typical Italian pizzas are present: Margherita (tomato, Fiordilatte cheese, basil), and Marinara (tomato, garlic, oregano, oil, basil is optional).
- d. **(Essential requirement – KO)** The menu indicates the main ingredients/garnishes (this indication is also permitted in the local language).
- e. The menu indicates allergens and is structured to cater for special requirements/choices (vegan, vegetarian, etc.).

5) GASTRONOMIC OFFERING

- a. The pizza must present itself as a round baked product, with a variable diameter, with the central part covered by the garnish (excluding focaccia).
- b. **(Essential requirement – KO) Pizza dough must be made on site, rolled out by hand on a suitable workbench**
- c. Pizza dough must be left to rise for at least 12 hours; Pizzerias with a rising time of more than 24 hours are rewarded.
- d. The characteristic products used in the preparation of typical pizzas are produced in Italy unless they are not available due to a specific import ban or very unfavourable exchange rates.
- e. The Pizzeria offers Italian-made espresso coffee.
- f. The Pizzeria has a delivery service and guarantees a takeaway service. Adequate equipment and procedures are in place to ensure the transport/delivery in an appropriate and identifiable manner (e.g. double packaging, cartons/boxes with references to the Italian spirit, etc.).

6) BEVERAGE LIST

- a. The Pizzeria offers mineral water from Italian sources.
- b. The beverage list includes at least five Italian wines (DOC, DOCG, IGT) with the indication of the denomination, winery, type and Region of origin.
- c. The beverage list includes at least one traditional Italian beer and one Italian craft beer with the indication of the denomination, the name of the producer, the type (light, red, dark, malt etc.), and the Region of origin.
- d. The Pizzeria offers liqueurs and spirits which are produced in Italy.



7) BASIC INGREDIENTS

- a. (Essential requirement – KO) In addition to the peeled tomato (preferably the San Marzano variety), at least one of the following basic ingredients must be produced in Italy. To prove the presence of products declared as Italian, the caterer must present an invoice for the purchase of the products declared as Italian. The date of the invoice must not be older than twelve months.
 - i) type “00” common wheat flour (with the possible addition of type “0” common wheat flour), or even type “1”, type “2” or wholemeal flour
 - ii) Fiordilatte cheese produced in Italy and/or Mozzarella di Bufala cheese from the Region of Campania;
 - iii) Extra virgin olive oil produced in Italy.
- b. The Pizzeria offers its customers PDO/PGI extra virgin olive oil produced in Italy or extra virgin olive oil produced in Italy to be used as a raw condiment.
- c. Customers can choose between several types of PDO/PGI extra virgin olive oil or extra virgin olive oil, all of which must be produced in Italy.

8) EXPERIENCE AND COMPETENCE

- a. (Essential requirement - KO) The pizza chef is required to be qualified in the preparation of Italian dishes and recipes by means of at least one of the following criteria:
 - i) A professional certificate as an Italian pizza chef, based on a course of at least 110 hours;
 - ii) Training of at least 6 months in an Italian pizzeria in the territory of Italy;
 - iii) Proven training of at least 24 months in an Italian pizzeria outside Italy.
- b. The pizza chef is required to provide a copy of the professional Italian pizza chef certificate obtained in Italy or foreign branches of Italian schools. This represents a significant element in terms of achieving the qualification.
- c. In addition to the pizza chef, staff members responsible for the preparation of the dishes are required to provide a certificate of completion of professional specialisation and/or refresher courses covering the topic of Italian cuisine.

9) PDO AND PGI PRODUCTS

- a. The gastronomic proposal provides for the use of PDO and PGI products in the preparation of the dishes or their consumption without modification.
- b. At least one other type of pizza is prepared using PDO/PGI products other than the standard gastronomic proposal (e.g. PDO Parmigiano Reggiano cheese, PGI Speck Alto Adige, PDO Asiago, etc.).

10) THE PROMOTION AND VALORISATION OF MADE IN ITALY

- a. Through its website, social media, brochures, and other means, the Pizzeria provides information on:
 - i) The Italian territories where the raw materials are produced;
 - ii) The socio-cultural characteristics and features of Italy;



- iii) The relationship between the operators and the Italian territory;*
- iv) The menu, its specificity and the products used;*
- v) The personalisation of the takeaway packaging and the means of food delivery.*
- b. The Pizzeria promotes Italian food, wine and culture with specific initiatives to enhance the image and value of Italian pizza throughout the world, such as: special theme evenings, tasting sessions, books, magazines, recipe books, guides, information campaigns, etc.
- c. The Pizzeria also offers the opportunity to purchase Made in Italy products.
- d. The Pizzeria promotes specific Italian tourist destinations.
- e. The packaging used for takeaway meals communicates the spirit of Italy and promotes the corporate brand.