

# Ospitalità Italiana



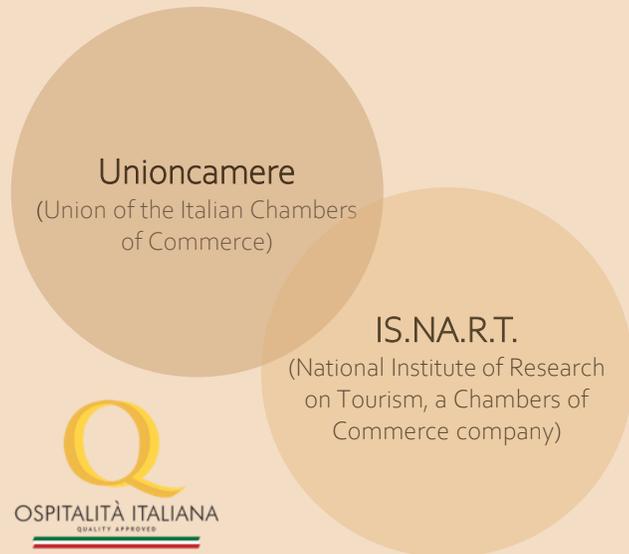
"Italian Hospitality, Italian Restaurants in the World"



# What is Ospitalità Italiana?

It means "**Italian Hospitality, Italian Restaurants in the World**"

It is a **certification process** that Unioncamere have managed in cooperation with IS.NA.R.T. to detect the quality of service in the tourism and catering sector, which guarantees the consumer quality standards on certified hospitality and catering businesses.



## Role of Italian Chamber of Commerce in Korea

- **Research** the authentic Italian restaurants in Korea
- **Inspect** the restaurants and **make a list**
- **Collect the data** regarding the restaurants
- **Send the data to IS.NA.R.T.** which evaluates the brand label
- **Award** the plaque and certificate in the ceremony

## Ospitalità Italiana in the World

2020 in numbers:

2,200

Italian restaurants  
around  
the world

60

foreign countries involved,  
of which 27 European  
and 33 non-European

73

Italian Chambers  
of Commerce  
abroad involved

# Assessment \*Evaluation field



## Identity and Italian Distinctiveness

-Italian traditional Interior, Italian utilization, etc.



## Reception

-At least one staff who can speak in Italian, furnish wardrobe with customers, etc.



## Mise en Place

-Provide Italian porcelain dishes, cutlery, table linen at the same time which are Made in Italy, etc.



## Kitchen

-The kitchen has adequate equipment and personnel and is in view of the customer.



## Menu

-The menu is divided into categories of food (Antipasti, Primi-Secondi piatti, etc.), prepared using graphics of food, and written in Italian.



## Gourmet Offer

-At least 50% of the menu should be authentic Italian cuisine made with Italian ingredients.



## Wine List

-At least 30% of the list should contain Italian wines PDO or PGI. The list includes Italian sparkling wines, liqueurs and spirits.



## Extra Virgin Olive Oil

-The facility must only use Italian extra virgin olive oil PDO or PGI.



## Experience and Competence

-The chef must be qualified with certain requirements.



## PDO and PGI Products

-The cuisine offered includes the use of Italian PDO and PGI products.

# Assessment \*Criteria

## QUALITY OF SERVICE

It expresses **the level of quality** offered by tourist facilities.

Ospitalità Italiana examines requirements such as hospitality, attention to the customer, the competence of the staff, the care and condition of the equipment and other services offered.

## PROMOTION OF THE TERRITORY

It tells about the structure's ability to **"connect"** the customer with the territory in which it is located.

Ospitalità Italiana verifies requirements such as the ability to enhance the local food and wine proposal and the typical products used, the information on the territory published on the company's website, the availability of promotional materials and guides regarding the territory.

## IDENTITY

It crosses **the consistency between the offer declared by the structure** (on its website, in promotional tools, on social networks ...) with the offer actually used by customers.

Ospitalità Italiana examines, for example, the style and identity of the furniture, the elements of decoration, the characteristic food and wine proposal.

## FAME

It expresses **the level of satisfaction of the structure by the customers, through a multi-channel survey** (from social networks to guides)

Ospitalità Italiana evaluates the activities and reviews on social networks achieved by the structure, its presence on the web and in recognized circuits, the citations in local, national and international guides.

# Issuance of Certification



The facility receives a plaque and certificate that entitles the facility to use the brand, when the Evaluation Committee decides to release the brand label.



The facility has the right to advertise the obtained certification on window stickers and affix the label on documentation, advertising, letterhead, etc.

- **NOTE**

The certificate is valid for one year from the date of issue.

The facility must renew the label annually as well as the information of the restaurants.

# Issuance of Certification

## \*Ospitalità Italiana Award Ceremony

In general, ITCCK awards the Ospitalità Italiana in November during the World Week of Italian Cuisine.



2021 Ospitalità Italiana Award Ceremony



2020 Ospitalità Italiana Award Ceremony



2019 Ospitalità Italiana Award Ceremony



2016 Ospitalità Italiana Award Ceremony

# Awarded restaurants in Korea



CONRAD<sup>®</sup>  
SEOUL

CONME  
Trattoria



IL MURETTO  
— Sinsa —

*kitchen 485*  
Pizzeria e Trattoria



M  
OSTERIA MOON  
ITALIANA

paolodemaria  
FINE TRATTORIA



Ristorante Eo  
이탈리안 식당 예오





# Ospitalità Italiana for Gelaterie

From 2021, IS.NA.R.T. decided to issue the label to Gelaterie (gelato maker).

Italy is recognized as the home of artisanal gelato, with over 100,000 gelaterie scattered throughout many foreign countries.

Ospitalità italiana launches the technical specification to guarantee the delicate and entirely Made in Italy supply chain. It aims to enhance the recognition for the traditional Italian production process of gelateria in the world.

# Awarded gelaterie in Korea

**DAMGEUM**

IL MASSIMO DELLA QUALITÀ E DEL GUSTO  
CON UNA LAVORAZIONE ARTIGIANALE  
*We always serve the best*

"IL MIGLIORE DELLA CITTÀ"  
BEST IN TOWN

**Gelati Gelati**  
*Ital'an Gelato*



**L'ALBERODIGINKGO**



**JOE**



# How to apply for Ospitalità Italiana

The facility **must**:

- **Become a member** of Italian Chamber of Commerce in Korea
- **Fill out an application form**
- **Submit required documents** (Information of menu, CV of chef, etc.)

IS.NA.R.T. **evaluates** whether the facility fulfills the requirements.

The facility **obtains the brand label** in the ceremony in November.



For more information,  
please contact us:



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