

“OSPITALITÀ ITALIANA NEL MONDO”

Project initiated by Unioncamere and implemented with the support of the National Institute for Tourism Research (IS.NA.R.T.) and the Italian Chamber of Commerce Mozambique Italy.



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ISNART



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ISNART



Italian cuisine is the result of a centuries-old tradition of our society, the fruit of an innate inclination of Italians for human relations and quality of life, which has transformed Italian food culture into the distinctive symbol of hospitality and welcome. For these reasons, the cuisine of the «*Bel Paese*» must be defended and protected from alterations and falsifications in order to preserve its history, quality and authenticity.



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The trademark



Isnart's quality mark sign was born from the redefinition of the quality Q, achieved by a more authoritative trait, the retention of the reference to gold as a value to the preciousness of knowing how to be hospitable, and with the inclusion of the national colors.

The project was launched in 2009 by Unioncamere and implemented with the support of the National Institute for Tourism Research (IS.NA.R.T.).

The initiative aims to recognise and certify Italian culinary businesses abroad that respect the high quality standards of Italian hospitality. At the same time, it aims to reward the commitment of entrepreneurs who base their business on all-Italian taste and respect for strict quality standards.

ISNART: what is it?




ISNART

An institute created by the Chamber System to support the Italian tourism sector in understanding new phenomena and improving the level of competitiveness.

ISNART is rooted within the Chamber of Commerce System, and develops organic intervention plans that enable the Chambers of Commerce to give substance to the competence "Enhancement of the cultural heritage - development and promotion of tourism", entrusted to them by national legislation.

As a strategic partner of public administrations, it is a point of reference for the observation and study of the evolutions affecting the sector and for accompanying the qualification and development of businesses in the entire Italian tourism sector.

Ospitalità Italiana Trademark history



1997	2009-10	2019	2022
Established in Italy to certify tourism enterprises and encourage the provision of high quality services	Certification is extended to Italian Restaurants worldwide with the development of a special specification	The Gelaterie Italiane nel Mondo category is created to reward the taste of Italian gelato abroad	The Ospitalità Italiana trademark arrives also for Italian Pizzerias in the World

The objectives

- ❑ Promoting the traditions of Italian agri-food products and enhancing Italian food and wine culture.
- ❑ Enhance the image of Italian restaurants abroad that **guarantee** compliance with the **quality standards of Italian hospitality**.
- ❑ Create an **international network** that enables the realisation of promotional events of Italian production excellence.

The project aims to enhance the willingness of entrepreneurs who want to affirm their business model, built around quality and tradition «with an Italian matrix». Through the use of **Technical Specifications**, which establish the minimum requirements in the specific areas being evaluated, restaurateurs have the **opportunity to recognise and certify their commitment**.

Ospitalità Italiana project in figures

- ❑ More than **2.230** Italian restaurants worldwide
- ❑ More than **20** Italian **gelaterie** worldwide
- ❑ **60 foreign countries involved** of which 27 European and 33 non-European
- ❑ **73** Italian Chambers of Commerce abroad involved



<https://ospitalita-italiana.com/en/ospitalita-italiana/>

The 5 reasons to join the project

1	2	3	4	5
TRUST	TIPICALITY	COMMUNICATION	MARKET	BUSINESS
Being an “accredited” business is a way of inspiring trust in customers ; marketing studies show an unquestionable increase in turnover of businesses that have received accreditation for quality or choices of sustainability, accessibility, etc..	In an increasingly widespread, interconnected market, the typicality established by a recognition that values product, process, professionalism, is a way to escape from the “indistinct buzz” of offers that are increasingly similar to each other.	For a business applying for the Ospitalità Italiana trademark, the communication , in its multiple aspects, is consistent with the product, its origins and also , to reinforce the message, with references to Italy in general .	Having a recognisable and defined identity , communicating it in an organic and coherent manner, contributes to enhancing the excellence of the offer in order to capture an informed clientele, which makes its choice by measuring quality.	The businesses in the Ospitalità Italiana nel Mondo network can participate in initiatives organised to promote the membership structure and the Made in Italy brand .



Benefits of the Ospitalità Italiana Trademark

1. Recognition of quality and guarantee of authenticity

Certified facilities are audited by an accredited assessor who certifies their high quality.

2. Promotion and visibility

Establishments awarded the label are included in the international promotional circuit through publicity on project sites, access to the network, delivery of the external plaque with the Ospitalità Italiana logo and the right to use the most widespread brand in the tourism sector on all promotional material.

3. **Network and collaborations**

Certified companies can become part of a network of excellence encompassing 60 countries and more than 250 million customers, facilitating collaboration and exchange with other quality companies.

4. **Market differentiation**

In a competitive market, the Ospitalità Italiana brand allows you to stand out from the competition, emphasising your commitment to excellence and Italian tradition.

5. **Facilitates choice for the tourist:**

The inclusion in the promotional circuit and the resulting visibility make the company more attractive in the eyes of tourists.



Who is the project dedicated to?

Restaurants



Pizzerias



Gelaterie



Restaurants

The Coordination Committee, the project's governance body, has defined and keeps up-to-date a **Technical Specification** that sets out the requirements to which Italian restaurants abroad must conform in order to be granted the Ospitalità Italiana (Italian Hospitality) trademark, Italian Restaurants in the World.

The Technical Specification for restaurants, which is valid internationally, consists of 10 distinct areas and **5 essential requirements (KO)**, which if not met result in the non-issuance of the trademark.

Essential requirements (KO) for restaurants

1. There must be at least one person in the restaurant who is able to relate to the public in Italian.
2. The percentage of traditional Italian dishes and recipes must not be less than 50 per cent of the total number of dishes on the menu. This percentage must be achieved with a significant contribution of each type of dish.
3. The wine list must contain no less than 30% Italian PDO or PGI wines. At least five Italian PDO or PGI wines must be present.
4. The restaurant must offer the customer only Italian PDO or PGI extra virgin olive oil or Italian extra virgin olive oil for raw condiments.
5. The head chef must be qualified for the preparation of dishes and recipes of Italian cuisine through one of the following requirements:
 - a) professional certificate in Italian cuisine from a reputable institute
 - b) training at a restaurant in Italy for a period of no less than 6 months
 - c) experience in Italian cuisine also at an Italian restaurant abroad, not less than 3 years.



Pizzerias

The Coordination Committee, the governance body of the project, has defined and keeps up-to-date a **Technical Specification** that sets out the requirements to which Italian Pizzerias abroad must conform in order to be granted the Ospitalità Italiana (Italian Hospitality) trademark, Italian Pizzerias in the World.

The Technical Specification for Pizzerias, which is valid internationally, consists of 10 distinct areas and **8 essential requirements (KO)**, which if not met result in the trademark not being granted.

Essential Requirements (KO) for pizzerias

1. The menu must be written primarily in Italian, with no spelling/grammatical/syntax errors in the Italian language in the cards and telematic media:
 - i. the correct registered name shall be used for PDO/DOCG, PDO/PGI products mentioned in the menu;
 - ii. Correction of telematic media must be made during the period of the inquiry, paper media can be corrected within the first renewal; with the support of the CCIE and the ISNART Evaluation Secretariat.
2. The menu is predominantly composed of Pizzeria proposals as opposed to Restaurant proposals.
3. The % of pizzas with Italian names is prevalent, traditional names, when present, correspond to the most frequent names of the various Italian regions and garnishes are consistent with the names used.
4. At least 2 typical Italian pizzas are present: Margherita (tomato, fiordilatte, basil), Marinara (tomato, garlic, oregano, oil, optional basil).

5. The menu states the main ingredients/garments (also permitted in the local language)
6. The pizza dough must be made on site, rolled out by hand on a suitable workbench.
7. In addition to the peeled tomato, (preferably San Marzano) among the basic ingredients listed below, at least one must be of Italian production. To verify the presence of products declared as Italian, the restaurateur shall present a purchase invoice not older than 12 months
 - i. '00' wheat flour (with the possible addition of '0' flour), or even flour 1, 2, wholemeal
 - ii. Italian-produced fiordilatte and/or mozzarella di bufala campana;
 - iii. Italian extra virgin olive oil.
8. The pizza chef must be qualified to prepare dishes and recipes of Italian cuisine through at least one of the following requirements
 - i. professional certificate of Italian pizza maker, with a course of at least 110 hours;
 - ii. training at an Italian pizzeria, in Italy, for a period of not less than 6 months;
 - iii. reference training of at least 24 months at an Italian pizzeria abroad.



Gelaterie

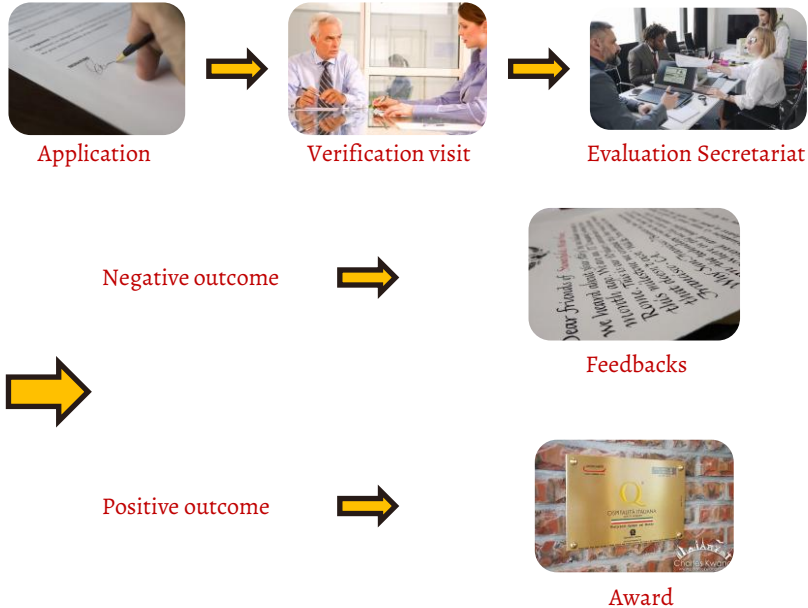
The Coordination Committee, the project's governance body, has defined and keeps up-to-date a **Technical Specification** that sets out the requirements to which Italian gelato parlours abroad must conform in order to be granted the «Ospitalità Italiana, Gelaterie Italiane nel Mondo» mark.

The Technical Specification for ice-cream parlours, which is valid internationally, consists of 10 distinct areas and 6 **essential requirements (KO)**, which if not met result in the trademark not being granted.

Essential requirements (KO) for gelaterie

1. The word Gelateria or Gelato appears in the shop sign, in the display or in the in-store visual. No other denominations or translations or modifications are permitted such as: Ice, Ice cream, Creamery etc.
2. The gelato is displayed in horizontal showcases or wells.
3. The Gelateria uses in the hot process a batch freezer, pasteurizer, storage/maturation vat, blast chiller, and refrigeration unit. The equipment can be combined as needed. If the Gelateria uses the cold process, it is sufficient to have a batch freezer, blast chiller, and storage unit.
4. The Gelateria uses batch freezers and pasteurizers made in Italy.
5. The Gelateria does not have soft-ice machines for producing gelato.
6. The Gelateria uses gelato bases and pastes of Italian origin.

Project steps



Step 1: Application by the company.

Step 2: Verification visit and collection of documentation by the local Italian Chamber of Commerce.

Step 3: Analysis of the material collected by the Evaluation Secretariat, which assesses the granting of the trade mark to the applicant.

Step 4: Granting of the trade mark (award) and its distinctive signs for 2 years, after which the process is repeated. In the event of non-granting, the Chamber of Commerce will provide suggestions for adaptation to the specification.

Application Procedure and Validity

Applications can be submitted from January 2026 using the application form provided by the relevant Italian Chamber of Commerce.

DEADLINE FOR APPLICATION: 31 March 2026

VALIDITY: 2 years (until the end of 2028)

Award ceremony

The first award ceremony will be held in 2026 (exact date to be confirmed).

The businesses that are successful in the evaluation phase will participate in the ceremony and receive the prestigious «**Marchio Ospitalità Italiana**» award!



Useful links

Italian Chamber of Commerce in Mozambique: www.ccmi.co.mz

Ospitalità Italiana website: <https://ospitalita-italiana.com/en>

National Institute for Tourism Research (IS.NA.R.T.) website: <https://www.isnart.it/it/ospitalita-italiana/>

Assocamerestero website: <https://www.assocamerestero.it>

Thank you for your attention



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