



ASSOCAMERESTERO
ASSOCIAZIONE DELLE CAMERE DI
COMMERCIO ITALIANE ALL'ESTERO



THE EXTRAORDINARY
—
ITALIAN TASTE

TRUE ITALIAN TASTE
Join the network of the authentic
Italian food retailers!

RULES

1. Objectives

In the framework of the project True Italian Taste - which aims to promote authentic Italian food products in the world and is financed by the Ministry of Foreign Affairs and International Cooperation - Assocamerestero, the association of Italian Chambers of Commerce abroad, as coordinator of the project, and the Italian Chamber of Commerce for the Netherlands, intend to carry out a mapping of shops offering an assortment of authentic Italian products with the aim of promoting them to consumers.

As a matter of fact, True Italian Taste with its multiple actions aims to stimulate conscious choices and consumption among consumers of Made in Italy products. For this reason, we want to make more accessible the knowledge of the outlets currently existing in the country and obviously those closest to the consumer, so that the purchasing mechanism is easier and more transparent.

2. Recipients

The following can apply to join the network:

- points of sale belonging to small distribution chains, outside the large-scale distribution circuits
- food shops
- shops with gourmet products
- food shops specialising in organic and/or nutraceutical products
- wine shops, bars and bakeries selling packaged food products from Italy
- restaurants selling food products from Italy

Also, pure virtual shops (e-commerce sites) may apply to join the network, as long as they meet the requirement of independence from distribution chains and deliver to the above-mentioned geographical areas.

3. Membership requirements

The above-mentioned types of retail outlets that sell a minimum number of five authentic Italian brands in the shop's assortment, with at least one product each, may apply to join the network.

Applications from shops with fewer Italian products will not be considered.

4. Modalities of membership

Association to the network is free.

To join, it is necessary to send an application to the Italian Chamber of Commerce for the Netherlands accompanied by a form in which information about the shop must be provided.

The data provided and the possession of the minimum membership requirements are self-certified by the applicant.

Adhesion to the network is evaluated and confirmed by the Chamber after evaluation of the applications received.

Application forms are available at the Chambers.

5. Commitments and benefits for members

Network members will be able to:

- a) increase their visibility with potential customers, thanks to their involvement in Chamber initiatives to promote the network
- b) participate in other initiatives to promote authentic Italian products organised by the Chamber

The obligations of members are the following:

- to guarantee the truthfulness of the data provided in the application form
- to submit to any on-site control visit that the Chambers may carry out on a random basis to verify the truthfulness of what has been declared by the participant

- Maintain the requirements indicated in the application form or promptly communicate any changes to what has been declared. The communication will take place according to the procedures defined by the Chamber.

6. Exiting the network

Members can leave the network at any time. It is sufficient to send a communication to the Chamber indicating the willingness to leave the network.

7. Revocation of membership

The Chamber proceeds to revoke membership in the following cases:

- negative outcome of the visit by the Chamber to the participant to verify the minimum requirements
- knowledge acquired by other means by the Chamber about the absence/loss of requirements of the member
- communication by a member of the loss of the minimum requirements declared in the registration phase
- notice of withdrawal from the network by a member.

Following the notice of withdrawal, operators will no longer be involved in the Chamber's initiatives.

8. Updating participation requirements

By 31 May 2022, the member will receive a memo from the Chamber together with the necessary forms to communicate any updates of the requirements indicated in the membership.

The changes will be evaluated by the Chamber and, depending on the case, may lead to the confirmation or revocation of the network membership.