

Against Italian sounding

ASACERT presents a new restaurant certification



The certification “ITA 0039 | 100% Italian Taste Certification” was derived from the intention to contribute to the defence, promotion and enhancement of the true “italianity” abroad, in the food and beverage industry.

The Italian agri-food patrimony is unique in the world, but it is also the most counterfeit. In recent years, the international phenomenon called “Italian Sounding” has been taking shape: names, images, trademarks and geographical denomination that evoke Italy have been abused to market products that have nothing to do with our Country.

The same dynamics are repeated in the restaurant field, and more

generally in the whole food and beverage industry. Many foreign food companies improperly use distinctive signs, Italian colours and icons deceiving consumers, and the number of restaurants claiming to be Italian, only because they wave the Italian flag, is constantly increasing. Most of them use ingredients, hire staff and prepare dishes that have nothing to do with Italy.

This is why ASACERT promote an “italianity” mark, in order to give value to the Italian Taste against the Italian Sounding phenomenon. The goal is to provide a symbol-certification of the true Made in Italy in the restaurant sector.

WHO IS ASACERT?

The company developing this type of certification is ASACERT Group, a Certification, Inspection, Evaluation and Training Body working worldwide and in the UK.

Accredited by UKAS and several other international Accreditation Bodies and listed as a notified body for CE Marking of Construction Products, ASACERT UK provides high-quality services in a wide variety of professional sectors.

ASACERT UK, the English born corporate office, offers businesses the global experience and know-how that the Group has gained in multiple areas of intervention, with a specific focus on certification.

The mission is helping companies to safeguard themselves and the interests of stakeholders, by making processes more efficient and giving the company more credibility on the market.

The synergy with the Italian Chamber of Commerce in the UK is aimed to make ASACERT become a strategic partner for Italian companies working abroad, with the awareness to be able to better respond to their specific needs and joining a deep knowledge of their business context with the cultural and linguistic proximity, thanks to the same Italian origins.

ASACERT is launching the new certification project “ITA 0039 | 100% Italian Taste Certification” in partnership with San Carlo, the Italian restaurant group representing the authenticity of the Italian dinner tables since 1992, and one of the most important Italian restaurants in Manchester providing proper Italian food and service.

The multi awarded Italian food temple in the UK (and recently abroad) with over 17 restaurants born from the entrepreneurship of Mr Distefano is now in the process to be certified by ASACERT for the quality and origin of the ingredients, wines, waiters, dishes and other criteria established by the 100% Italian Taste Certification. ♦