



## **Italian Taste Celebration with San Carlo Group, the first restaurant chain entirely certified by “ITA0039 | 100% Italian Taste Certification”**

*“ITA 0039 | 100% Italian Taste Certification” is the new protocol by ASACERT to identify real Italian restaurants and protect them from imposters.*

ASACERT - a certification and inspection body with many years of experience and international accreditations – developed an **original verification protocol aimed at promoting the Italian taste standard against the phenomenon of Italian Sounding in the restaurant industry.**

The “ITA 0039 | 100% Italian Taste” was born from the intention to contribute to the **defence, promotion and enhancement of true “Italianness” abroad, across the whole of the food and beverage industry.** At product level, products are already subject to countless measures of analysis and protection after documented and recognised cases of counterfeiting – ITA0039 deals with **food and wine from distribution through to the dining table.**

The innovative verification protocol was debuted in the UK by certifying one of the best-known Italian food brands: the **San Carlo Group**, present in London, Manchester, Birmingham, Liverpool, Bristol, Leeds and Leicester, through the brands San Carlo, Cicchetti, Fumo, Bottega, Signor Sassi, Gran Café, Flying Pizza and Regent Street St. James’s.

On **January 31<sup>st</sup> 2019** ASACERT will present the first **Italian Taste Celebration** and pay a tribute to San Carlo as the first restaurant chain entirely certified by “ITA0039 | 100% Italian Taste Certification”. Owners of San Carlo Group, ASACERT’s Managing Director and Institutional Representatives will be attending the Italian Taste Celebration, that will take place at San Carlo brand new restaurant Regent Street St. James’s in London. The event has been arranged by ASACERT with the support of the Italian Chamber of Commerce and Industry for the UK, in order to promote the authentic Italian restaurant industry in the Country.

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