



## Criteria Culinary Heritage Business Member

### Business Member

Provided that the regulations stated in this document is fulfilled and that the business/organisation/cooperation is duly registered by a regulated administration authority mentioned entities can apply to be a Culinary Heritage Business Member. The regulations mentioned within this document is the minimum set of rules a Culinary Heritage Business Member shall fulfil to obtain the rights to use the Culinary Heritage Trademark and take part in the international network. The License Holder in the specified geographical area can however have some further implementation of the criteria that shall be fulfilled as well.

### General

- The Culinary Heritage Trademark is recognised as a quality label and a guidance to culinary traditions, local food production and food heritage at local, regional, national and international levels.
- It is of great importance that the Culinary Heritage Trademark has the same appearance wherever it is used and that it clearly expresses the concept of Culinary Heritage.
- The Business Member may use the Culinary Heritage Trademark digitally and printed for information and marketing purposes of the Business Member as long as the criteria is met and they are licensed annually.
- Each Business Member is responsible for the correct use of the trademark which is delivered digitally.
- The Culinary Heritage Enamel Sign is a part of the intellectual property owned by the Trademark owner and licensed out to be used by the Business Members as long as they are a part of the Culinary Heritage network. It is therefore recommended that each Business Member has the Enamel Sign displayed outside their venue. The Culinary Heritage Enamel Sign is a very important part of the identity for the network and it has therefore the same quality appearance throughout the network.
- Culinary Heritage has the sole right for production and distribution of the Enamel Sign distributed by the License Holder. There is a fixed onetime fee of 65€ (exclusive VAT) paid per piece for the Enamel Sign, either covered by the License Holder or the Business Member directly depending of the regional directive.

### Business Sectors

*Primary producers of agriculture, horticulture & fishery.*

*Producers and Processors of food & beverages.*

*Restaurants, Cafe, Hotels and Caterers.*

*Wholesalers, Retailers and Food Markets.*

### Geographical Connection

- The Business Member is required to have a clear geographical link to the local network they are representing. The geographical area is specified by the License Holder of the local network.
- The Business Member shall actively work for a positive economical development and cultural sustainability by producing, selling and serving food and beverage products that are considered to derive from the local cultural heritage area, food specialties and culinary traditions as well as the products shall be grown, produced, bred or caught in the area.

### Use of the Culinary Heritage Trademark

- The Culinary Heritage Trademark can only be used on products/items/services that fulfils the criteria and in conjunction with general promotion of the Business Member.
- The Culinary Heritage Trademark (EUIPO - EUTM file no 000778035) is a intellectual property and licensed for usage by the Business Member through a License Holder.
- The Business Member is only allowed to use the Culinary Heritage Trademark connected with products and for purposes that fulfils the set criteria for regional production in respective mentioned category;

***Primary Producers:*** The raw materials shall originate from the area.

***Producers & Processors of food and beverages:*** The major part of the raw materials as well as the greater part of the product value shall originate from the area and/or that the final product has a clear link as a culinary tradition and specialty from the promoted area.



**Restaurants, Cafe, Hotels and Caterers:** The major part of the raw materials as well as the greater part of the product value in the prepared meal or product shall originate from the area. The serving shall have a clear link as a culinary tradition/specialty from the area. To differ meals/products connected to the Culinary Heritage Trademark from other items in the menu the Restaurants, Cafe, Hotels and Caterers shall mark out the ones with connection to the local culinary traditions with the Culinary Heritage Trademark in the menu or advertising for customer awareness. At least one meal/product that goes under the Culinary Heritage Trademark shall always be available to order at the Restaurants, Cafe, Hotels and Caterers.

**Wholesalers, Retailers and Food Markets:** The products that originate from the area and can be derived to be a culinary tradition/specialty can be marked out with the Culinary Heritage Trademark at the selling point. This group of businesses can be very good ambassadors for small producers.

## **Approval**

- By approval a business/entity/cooperation can become Business Member in the network Culinary Heritage. The acceptance of the approval is done by the License Holder of the geographical area the business/entity/cooperation is situated in.
- The business/entity/cooperation shall apply to the License Holder in their geographical area to become a Culinary Heritage Business Member. The application shall be made in the official way that is in use for the particular geographical area.
- The Business Member shall act as a good ambassador for the License Holder and for the international network Culinary Heritage.
- The Business Member is aware of and gives the consent to that their business data and content will be processed exclusively for the purpose of fulfilling the objectives of the Culinary Heritage network. Denying consent to process personal data makes it impossible to participate in the execution of the objectives for the Culinary Heritage network. The content and data from the Business Member may be processed at the official website, printed media, social media, promotional publications, statistical purposes or in any other media made available to an unlimited number of recipients. The Business Member have the right to access and correct the data collected.

## **Control**

The Business Member is revised annually by the License Holder. A Business Member Certificate will be sent out digitally or handed out personally to the Business Member stating which year they are approved for. The Business Member Certificate shall be visible publicly on the Business Member premises.

## **Fee**

- To take part in activities, promotion, competitions, study trips and other events the Business Member must be fully registered on the official homepage of Culinary Heritage network - [www.culinaryheritage.net](http://www.culinaryheritage.net) - and have paid the Business Member Annual Fee of 50€ (fifty euro) excluding VAT directly to Culinary Heritage.
- There can also be some fees for particular local services that the License Holder takes out - i.e for promotion material, participation in events and for other network costs.
- In some regions the License Holder is covering the Business Member Annual Fee of 50€ but that is communicated during the application process.

## **Cancellation**

- If the Business Member does not satisfy the criteria described in this document the License Holder in cooperation with the Global Coordinator of Culinary Heritage reserves the right to cancel and withdraw the approval for the Business Member to take part in the Culinary Heritage network. No refunds for made payments are given if a situation for cancellation occurs.
- The Business Member can voluntarily leave Culinary Heritage and cancel their participation at any time without prior notice without reimbursement of paid fees.
- Non existing payments gives an immediate and obligatory exclusion.
- If the approval for the Business Member is withheld, canceled or voluntarily withdrawn the affected Business Member immediately must refrain from using the Culinary Heritage Trademark and renounce all granted rights concerning the participation in Culinary Heritage.