



Criteria for Culinary Heritage Business Membership

Eligibility and Application

Entities that satisfy the criteria outlined in this document and are duly registered with a recognised administrative authority may apply for Culinary Heritage Business Membership. These regulations represent the minimum requirements that must be met to earn the right to use the Culinary Heritage Trademark and participate in the international network. Additionally, the License Holder in the specified geographical area may impose supplementary criteria.

General Guidelines

- ▶ The Culinary Heritage Trademark is a mark of quality that guides and promotes local food production and culinary traditions at local, regional, national, and international levels.
- ▶ Uniformity in the appearance of the Culinary Heritage Trademark is crucial, and it must clearly convey the ethos of Culinary Heritage.
- ▶ Business Members may utilise the Culinary Heritage Trademark both digitally and in print for promotional and informational purposes, provided they meet the requisite criteria and maintain annual licensing.
- ▶ Business Members are responsible for the proper utilisation of the digitally delivered trademark.
- ▶ The Culinary Heritage Enamel Sign, part of the trademark owner's intellectual property, should be visibly displayed at each Business Member's venue as it is integral to the network's identity. This sign maintains a consistent quality across the network. Culinary Heritage exclusively controls the production and distribution of the Enamel Sign, which incurs a one-time fee of 65€ (exclusive of VAT), payable by either the License Holder or the Business Member, depending on regional directives.

Business Sectors

- ▶ Primary producers in agriculture, horticulture and fisheries.
- ▶ Food and beverage producers and processors.
- ▶ Restaurants, cafés, hotels and caterers.
- ▶ Wholesalers, retailers and food markets.

Geographical Connection

- ▶ Business Members must have a clear geographical linkage to the local network they represent, as specified by the License Holder.
- ▶ Members should actively contribute to economic and cultural sustainability by using, selling, and serving products that reflect the local cultural heritage, culinary traditions, and are locally grown, produced, bred, or caught.

Usage of the Culinary Heritage Trademark

- ▶ The trademark may only be applied to products, items, or services that meet the established criteria and are used to promote the Business Member generally.
- ▶ Culinary Heritage Trademark is an intellectual property registered under EUIPO (EUTM file no 000778035) and is licensed to Business Members by a License Holder.
- ▶ Products linked to the trademark should predominantly use raw materials from the local area and should embody the culinary traditions and specialties of that region specified according to the specified business sectors. These sector-specific criteria help maintain the authenticity and integrity of the Culinary Heritage network, ensuring that all members contribute to the preservation and promotion of regional culinary cultures.



Primary Producers: Raw materials used must originate from the designated geographical area. This ensures the authenticity and integrity of the local culinary heritage.

Producers and Processors of Food and Beverages: A significant proportion of raw materials and the majority of the product's value must originate from the area.

The final product must have a distinct connection to the culinary traditions or specialties of the promoted area, reflecting the region's unique culinary identity.

Restaurants, Cafe, Hotels and Caterers: The bulk of raw materials and the majority of the value of the prepared meals or products should be sourced locally.

Offerings should embody local culinary traditions or specialties.

Items connected to the Culinary Heritage Trademark must be distinctly marked in menus or advertising to enhance customer awareness.

At least one item associated with the Culinary Heritage Trademark must always be available for order, ensuring consistent representation of the local culinary heritage.

Wholesalers, Retailers and Food Markets: Products that are sourced locally and represent a culinary tradition or specialty should be clearly identified with the Culinary Heritage Trademark at the point of sale. These businesses play a crucial role as ambassadors, promoting the visibility and sustainability of small local producers by connecting them with a broader market.

Approval Process

- ▶ Upon fulfilling the stipulated criteria, entities may become Business Members within the Culinary Heritage network, subject to approval by the License Holder in the respective geographical area.
- ▶ Applications for membership must adhere to the official procedures prevalent in the designated geographical area.
- ▶ Business Members are expected to be exemplary ambassadors for both the License Holder and the international Culinary Heritage network.
- ▶ Business Members consent to the processing of their business data exclusively for objectives pertinent to the Culinary Heritage network, with rights to access and modify such data.

Monitoring and Certification

- ▶ Business Memberships are reviewed annually by the License Holder, and a digital or physical Business Member Certificate is issued, which must be prominently displayed at the member's premises.

Fees

- ▶ Business Members are required to register officially on the Culinary Heritage website and pay an annual fee of 50€ (excluding VAT). Additional fees may be charged for local services as specified by the License Holder.
- ▶ In certain regions, the annual fee may be covered by the License Holder, which will be communicated during the application process.

Cancellation and Withdrawal

- ▶ Failure to meet the required criteria may result in the cancellation of membership by the License Holder in collaboration with the Global Coordinator of Culinary Heritage, with no refund for any payments made.
- ▶ Business Members may terminate their membership voluntarily at any time without prior notice and without refunds.
- ▶ Non-payment results in immediate and mandatory exclusion from the network.
- ▶ Upon cancellation or withdrawal of approval, the affected Business Member must cease using the Culinary Heritage Trademark immediately and relinquish all associated rights.