



## Criteria Culinary Heritage Business Member

### Business

Provided that Criteria stated in this document is fulfilled a registered and by local administration authorities regulated business/entity/cooperation can apply to become a Culinary Heritage Business Member. The License Holder in the specified area can have some further implementation of the criteria. The regulations mentioned within this document is the minimum set of rules a Culinary Heritage Business Member shall fulfill.

### General

The Culinary Heritage Trademark is recognized as a quality label and a guidance to culinary traditions, local production and food heritage.

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. The logotype is delivered digitally. Each Business Member is responsible for the correct use of the trademark.

### 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 fulfills 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 owned by Culinary Heritage Center and licensed out to be used by the Business Members through the License Holder as long as they are a part of the Culinary Heritage network.

The Business Member is only allowed to use the Culinary Heritage Trademark connected with products and for purposes that fulfill 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 or that the final product has a clear link as a culinary tradition or 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 the 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.

## Approval

By approval a business/entity/cooperation can become Business Member in the network Culinary Heritage. 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. Application shall be made in the official way that is in use for the particular License Holder. 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 Culinary Heritage network's objectives. 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 shall be 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 for the public on the premises of the Business Member.

## 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 international 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 reserves the right to cancel and withdraw the approval for the Business Member to take part in the Culinary Heritage network. 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. No refunds for made payments are given if a situation for cancellation occurs.