



# CRITERIA FOR BUSINESS MEMBERS

## REGIONAL CULINARY HERITAGE EUROPE

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### **Business Membership**

Provided that the Criteria stated in this document are fulfilled businesses can apply to become a Business Member from the following food sectors;

**Primary producers of agriculture, horticulture & fishery**

**Producers & Processors of foodstuffs**

**Restaurateurs & Caterers**

**Wholesalers & Retailers**

### **Regional Links**

Business Members are required to have a clear regional link and this means that the Business Member actively shall work for a positive regional development by serving, handling and manufacturing food products that are;

***Grown, produced or caught in the Region***

AND/OR

***Part of the Regions cultural heritage in form of culinary traditions***

### **Regional Production**

The Business Member are only allowed to use the Trademark in connection with products that fulfil the set criteria for regional production in respective category;

#### Primary Producers

The raw materials shall be produced in the region.

#### Producers & Processors of foodstuffs

The major part of the raw materials as well as the greater part of the product value shall originate from the region

AND/OR

The product has a clear regional link as a culinary tradition from the region.

#### Restaurateurs & Caterers

The major part of the raw materials as well as the greater part of the product value in the served meal shall originate from the region

AND/OR

The meal has a clear regional link as a culinary tradition from the region.

To differ meals/dishes connected to the Trademark from others the Restaurateur or Caterer shall mark out these with a regional touch with the Trademark so the customer knows what to expect.

At least one meal fulfilling the Criteria shall always be available by the Restaurateur or Caterer.

#### Wholesalers & Retailers

The major part of the products as well as the greater part of the product value in the store shall originate from the region.

### **General**

By approval a business can become Business Member in the network of Regional Culinary Heritage Europe. The approval comes either from a Regional License Holder in the Region the business are situated in OR by a National Reference Group in the Country where the business are situated in.

Business Members shall actively use regional food products AND/OR make use of the culinary traditions within the Region they are situated in.

It is of great importance that the Business Member shall act as a good ambassador for the Region and for the network of Regional Culinary Heritage Europe to be able to use the licensed Trademark for Regional Culinary Heritage Europe to promote their own business.

The trademark of Culinary Heritage can only be used on products that fulfil the criteria and in connection with general promotion of the Business Member.

The Business Member can publish details about the business on the official website for Regional Culinary Heritage Europe [www.culinary-heritage.com](http://www.culinary-heritage.com) and use all services provided in this tool for marketing and promotion.

### **Application & Approval**

Businesses shall apply to the Regional License Holder OR to the National Reference Group if their Region belongs to Regional Culinary Heritage Europe office to take part in Regional Culinary Heritage Europe.

Applications shall be made on the official application form that are in use for the particular Region.

### **Control**

Business Members shall be correctly registered with the appropriate authorities as a legally registered business that is operating in the Region they are approved for.

The Business Member shall be revised annually by the License Holder in the Region OR by the National Reference Group.

**Southeast Skåne Committee of Cooperation (SÖSK)**  
Tobaksgatan 11, 271 41 Ystad, Sweden  
VAT: SE212000118101

**[info@culinary-heritage.com](mailto:info@culinary-heritage.com)**  
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A Business Member Certificate will be sent out digitally or handed out personally to the Business Member stating which year they are approved for.

#### Fee

If there is a fee for the Business Member to participate in the Region that fee must be paid to the Regional License Holder OR the Trademark owner as the Business Member otherwise will be automatically withdrawn from the rights to use the Trademark and take part in Regional Culinary Heritage Europe.

#### Cancellation

If a Business Member does not satisfy the criteria described in this document the Regional License Holder in cooperation with the European Coordinator OR the National Reference Group reserves the right to cancel and withdraw the approval for the Business Member to take part in Regional Culinary Heritage Europe.

Business Member can voluntarily leave Regional Culinary Heritage Europe and cancel their participation at any time without prior notice by deleting themselves from the website [www.culinary-heritage.com](http://www.culinary-heritage.com) and return the Enamel Sign. If the Enamel Sign aren't returned within 3 months after Business Members seizure of Regional Culinary Heritage Europe a fine specified in the approval agreement will be expelled.

If the approval for the Business Member is withheld, cancelled or voluntarily withdrawn the affected Business Member immediately must refrain from using the trademark of Regional Culinary Heritage Europe and renounce all granted rights concerning the participation in Regional Culinary Heritage Europe.

No refunds for made payments are given if a situation for cancellation occurs.

#### General About The Trademark

The Trademark are recognised as a guide to regional food & culinary traditions in Europe. It is of utmost importance that the Trademark has the exact same appearance wherever it is used and that the Trademark clearly expresses the concept of Regional Culinary Heritage Europe.

#### Use Of The Trademark

Regional License Holders and Business Members have the right to use the Trademark in accordance with set

criteria for both categories - for Business Members it's described in "Criteria for Business Members Regional Culinary Heritage Europe" and for Approved Regions in "Criteria for Approved Regions Regional Culinary Heritage Europe".

Regional License Holders and Business Members may use the trademark freely in digital and in print for information and marketing purposes of their businesses.

The logotype are delivered digitally and can be downloaded from [www.culinary-heritage.com](http://www.culinary-heritage.com) from the Admin page. Each Business Member are responsible for the correct use of the trademark.

#### Production Of Originals

The European Coordinator has the sole rights on production of originals of the Trademark adjusted to the participating regions as well as for the Enamel Signs.

#### Enamel Sign

The Enamel Sign are obligatory for the Business Member to use as long as they are approved to take part in Regional Culinary Heritage Europe.

The Enamel Sign shall be clearly visible by the customer entrance to the Business Member.

The European Coordinator has the sole rights on production and distribution for the Enamel Sign. The Enamel Sign are always owned by Regional Culinary Heritage Europe and rented out to either Business Members or Regional License Holders.

There are different options for this rental agreement stipulated by the agreement done with the Business Member respectively the Regional License Holder when they entered Regional Culinary Heritage Europe.

#### Owner & Protection

The Trademark of Regional Culinary Heritage Europe is owned by South East Skåne Committee of Cooperation (SÖSK). The European Coordinator of the Regional Culinary Heritage Europe network represents the owner of the trademark. The logotype is protected as a community trademark throughout Europe.

Only Approved Regions and Business Members that officially are approved have the permission and license to use the logotype together with the trademark owner.

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