

- CERTIFICATION PROGRAM -



Restaurants from Spain

THE OBJECTIVE

Instrument for the recognition of authentic world ambassadors of Spanish cuisine

The Certification is an instrument for the support and recognition of restaurant initiatives that are focused on cuisine, guaranteeing the level of quality of these establishments. The idea is to establish quality standards and criteria for the consumer who is looking for quality Spanish cuisine, as well as models that can be followed by restaurateurs who may wish to offer our cuisine in other parts of the world.



WHAT?

“Restaurants from Spain”, certification program

ICEX mission is to promote Spanish companies internationally, in order to contribute to their competitiveness, provide value to the economy as a whole and attract foreign investment in Spain.



WHY?

Spanish cuisine, central axis in the promotion of Spanish food and wine

ICEX considers Spanish cuisine to be a central axis in the promotion of Spanish food and wine. Within this framework, the agency has developed the “Restaurants from Spain” certification program, together with the support of other specialized agencies.



HOW?

Methodology and processes

This document details the methodology and processes used to obtain the “Restaurants from Spain” Certification. The evaluation of a concept such as “authentic quality Spanish cuisine” is not an easy task, nor is it exempt from debate. For this reason, we have used technical criteria inspired by auditing methods and quality Certifications applying the principles of objectivity, verification, practicality and transparency.

METHODOLOGICAL CHALLENGES

AUTHENTIC QUALITY SPANISH CUISINE
NOT "SOUNDS OR SEEMS SPANISH"

PRINCIPLES OF THIS METHODOLOGY

1. OBJETIVITY
2. VERIFICATION
3. PRACTICALITY
4. TRANSPARENCY
5. FLEXIBILITY



PROCESS

- Launch and official announcement accompanied by a communications plan.
- Submission of applications, during which restaurants request participation (the first year 25 restaurants).
- Self-assessment/documentation by the restaurants.
- Inspections of participating restaurants “in situ” and verification of documentation by the Spanish Economic & Commercial Offices in each market.
- Technical evaluation of candidacies by the Certifying Committee. Accepted / Denied
- Announcement of Certifications by Spanish Economic & Commercial Offices in each market.
- Delivery of Certifications.
- Communications and promotional plan.

ACTORS

- ICEX
- SPANISH ECONOMIC & COMMERCIAL OFFICES IN EACH MARKET
- RESTAURANTS
- CERTIFYING COMMITTEE



EVALUATION CRITERIA

1. BASICS

They are basic entry requirements for obtaining the Certification.

2. SPECIFICATIONS

These are the essence of the Certification featuring details regarding each of the standards of the Certification: identity; culinary offering; experience, competence and communications, and public relations.

3. EXTRAS

These are not directly related to authentic quality Spanish cuisine, but we want to showcase them as a broader concept of the Spanish Brand. We talk about accessibility, allergens, etc.

BASICS ▼

1. At least one person who can explain the concept behind the restaurant and its menu.
2. Predominance of Spanish dishes and recipes.
3. Certified quality foods from Spain .
4. A chef who is qualified to prepare Spanish dishes and recipes.
5. Communication media platforms that show the Spanish identity of the restaurant.





CERTIFICATION REQUIREMENTS AND TECHNICAL SPECIFICATIONS

SPANISH IDENTITY
CULINARY OFFERING
MENU
RECIPES AND PREPARATION PROCESS
PRODUCT
WINES AND DISTILLATES
EXPERIENCE AND COMPETENCE
COMMUNICATIONS AND PR
EXTRAS

ICEX CERTIFICATION PROGRAM 2021 _

More information on
foodswinesfromspain.com



CONTACT

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Further information is available at Foods and Wines from Spain

Confidentiality

The documents and information concerning any Restaurant which are shared during the evaluation process are considered confidential, unless contrary provisions of law are in place or written authorization is provided.

This activity can be subject to European Union's financing through the European Regional Development Fund (ERDF).

