

SPECIAL HALLMARK «LOCAL GREEK CUISINE»



The special hallmark “Local Greek cuisine” was created in order to support a project that promotes local gastronomy and encourages thematic tourism in Messinia. This hallmark certifies that a food supplying enterprise offers typical local dishes, made of fine ingredients and products of the area. The objective of this initiative is to spread the importance of quality cooking in Messinia and promote local products.

Targets:

1. Preserving special characteristics of Messinian cuisine.
 2. A healthy and nutritious diet, guaranteed by the exclusive use of Extra Virgin Olive Oil and other pure ingredients of Messinian land, such as figs, Corinthian raisins, fine wines, ‘pasteli’ (a desert made of honey and sesame), pastry, etc..
- Promotion of authentic local cuisine, which is an important advantage and a vital resource for Messinian economy.

To achieve this goal, the selection for certification follows the procedure described below:

- Registration of the local traditional dishes.
- Creation of a productive model for each one of them.
- Creation of the conditions for their presentation and spreading.

Provisioning enterprises that wish to get the Special Hallmark should:

1. Meet the demands of any sensitive consumer by combining quality in offered dishes and services with the enterprise’s needs.
2. Incorporate every necessary function into the productive procedure, in order to secure quality and hygienic standards of the products.
3. Incorporate cultural characteristics of the region, which highlight the value of local diet culture, into the offered services and make them competitive against similar enterprises, both in Greece and abroad.
4. Take into consideration any advice and suggestion coming from the scientific partners of the “Kalamata Convention Bureau” about putting in practice models in decoration, service providing and creation and presentation of the local dishes.
5. Hung up a “Local Greek Cuisine” sign at a visible spot of the store.
6. Put the “Local Greek Cuisine” sign on the print-outs, lists, writing-papers etc. of their enterprise.
7. Participate in all the educational seminars about this subject.

Great attention will be paid to the advertising of the certified provisioning enterprises, with double objective:

- Profit for the enterprise
- Drawing near more enterprises that will participate in the project of spreading local diet culture of Messinia, through activities of mostly educational character, such as:

1. Sensitizing:

- Public opinion in Greece and abroad.
- Opinion leaders – government agencies - foreign correspondents

2. Briefing - Informing :

- The enterprises involved
- Similar enterprises (e.g. food and beverage enterprises, olive oil industries, restaurant providers etc.)
- Professional organizations
- Relevant sectors(food/beverages/ecological organizations)
- Special tourist teams
- Specialized Tour operators and Travel Agencies
- Everyone involved in tourist activity in our country (Ministries, Greek Tourist Organization, District, etc.)

3. Publicity :

- Greek and foreign media
- General- Thematic Press
- Internet

4. Promoting:

- Local Greek Gastronomy
- Enterprises granted the Greek Cuisine Quality sign in Greece as well as abroad.
- Typical greek products of national importance used as essential ingredients of greek cooking (wine, olive oil, olive, raisin etc.)
- Tourist projects mentioning or specialized in greek gastronomy

In the contract which the provisioning enterprise to be certified will sign with the KCB, its obligations and rights will be mentioned as below:

1. Participation in the certified enterprises' network.
2. Receiving and hanging on a visible spot at the entrance of the "Local Greek Cuisine" Special Hallmark sign.
3. Free training of the staff according to the new demands.
4. Participation in tourist exhibitions.
5. Free entry in gourmet tourist guides.
6. Free entry in the tourist Guide of Messinia.
7. Promotion in a special form about the restaurants with the Special Hallmark.
8. Free creation of a website.
9. Promotion in similar networks from other regions in the Mediterranean, Europe and other large tourist markets.
10. Free updating (News Letters) about gastronomy news and opportunities for investment initiatives.
11. Promotion of local interest.
12. Free information on regulations about E.U. food hygiene and greek services.
13. Incorporation in local Cultural Routes networks (of Olive, Water, Fig etc.)
14. Organizing shows in the member-stores (olive oil or wine tasting, presentation of standardized traditional products etc.)
15. Organizing meetings about diet (dependent on the space).
16. Organizing contests with awards to the Dish of the year, of winter, of spring, the best suggestion about the Travelers' Dish, the best Service, the environmental sensitivity etc.