



# **THE HISTORY AND IMPACT OF THE CULINARY HERITAGE NETWORK**

**A 30-Year Journey From  
Local Truth To Global  
Trust - Now Powered By  
Certification**

Started 1995 as a network between producers, farmers & restaurants in Skåne (Sweden)

## Why It Started 1995?

- Local food needed proof, visibility and cross-border links
- Local food networks created understanding and cooperation between different business sectors
- A recognisable trademark connected regions and visitors

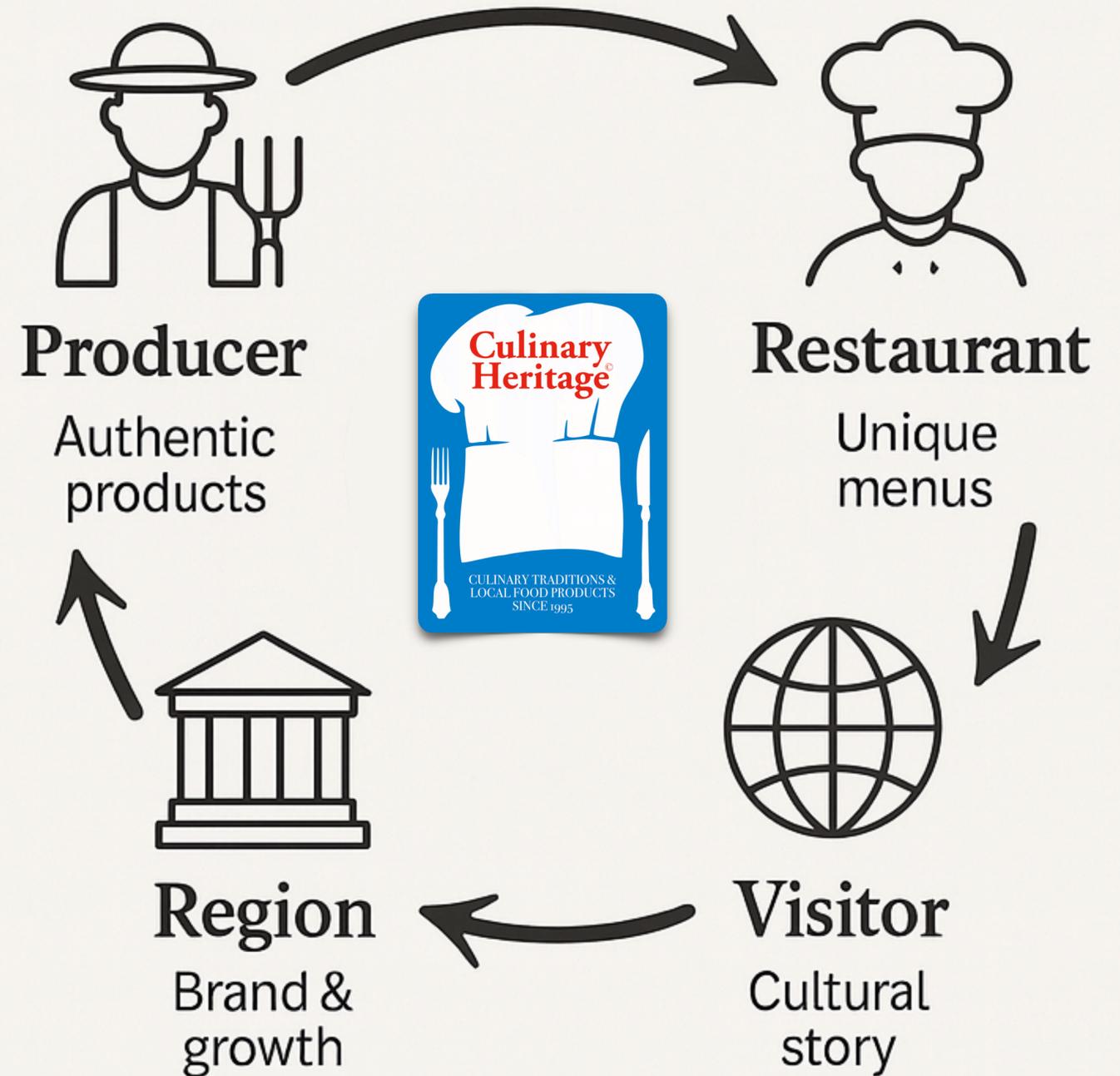


*Do you remember how the internet looked in 1998?*

*Dial-up. We were there when pages loaded line by line...*



# Local cooperation creates shared value



## For Producers - From Suppliers to Storytellers

Local producers gain visibility, stability, and identity when linked to the HORECA sector.

- **Predictable demand:** Steady restaurant contracts smooth seasonality and cash flow.
- **Premium pricing:** Chefs value uniqueness and quality; producers sell on story, not just volume.
- **Product development:** Feedback from chefs inspires innovation (varieties, cuts, processes).
- **Joint marketing:** Producers' names appear on menus, menus act as live showcases.
- **Reputation building:** Working with top restaurants strengthens brand credibility.

## For HORECA - From Buyers to Ambassadors

Restaurants become gateways for local culture, authenticity, and sustainability.

- **Authenticity:** Local ingredients create identity and differentiation.
- **Storytelling value:** Guests remember the origin story - not the generic menu.
- **Traceability & trust:** Knowing the producer strengthens quality assurance.
- **Innovation & uniqueness:** Seasonal, local produce drives creative menus.
- **Sustainability:** Short supply chains lower environmental footprint.

LOCAL  
GASTRONOMY  
CIRCLE

## For Regional Authorities & Networks - From Coordination to Destination Development

Supporting producer-HORECA cooperation builds regional economic resilience and tourism appeal.

- **Economic multiplier:** Local food money stays in the region - strengthens SMEs.
- **Tourism magnet:** Visitors travel for authentic regional tastes.
- **Cross-sector collaboration:** Agriculture, tourism, education, and hospitality work together.
- **Rural revitalisation:** Local sourcing creates jobs and prevents depopulation.
- **Brand visibility:** Regions gain stronger, unified identity.

## For Consumers & Visitors - The Experience of Authenticity

Guests enjoy meaningful, transparent experiences and become advocates of local food.

- **Quality & taste:** Fresher, seasonal ingredients.
- **Trust:** Transparency about where food comes from.
- **Cultural connection:** Food tells the region's story.
- **Positive impact:** Eating supports sustainable local economies.



# Early Proof → Today's Momentum

- \* Thousands Of Stories And A Living Network Kept Authenticity Centre-Stage
- \* Shared Practice Showed What Worked - And Where Standards Were Needed

## 80 Culinary Heritage Regions Since 1995

- \* Financed by European Commission to expand
- \* 21 countries
- \* 2000+ Business Members
- \* The CH project portfolio includes projects in sustainability, agriculture, food production, tourism, local economy and logistics. Projects functions as an integrated part of the international cooperation!

Island

Norge

Finland

Sver

Storb

annier

arus

Culinary Heritage

Culinary Heritage

Culinary Heritage

Culinary Heritage

Culinary Heritage

Tunisien

Libyen

Gre

Egypten

Turki

Syrien

Israel

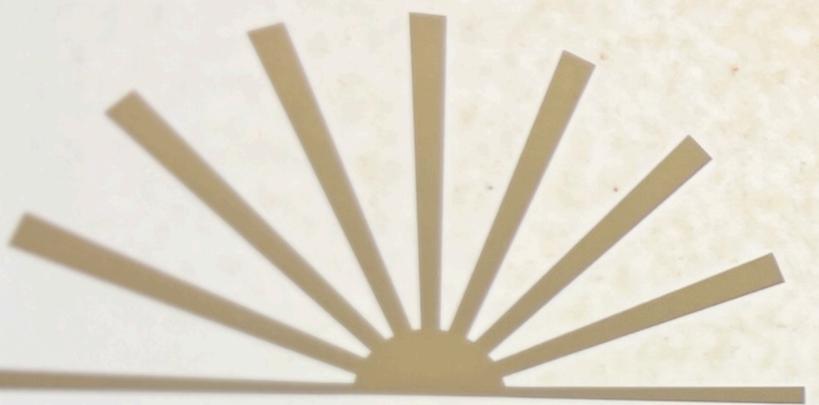
Saudi

Marocko

HM King Carl XVI Gustaf of Sweden







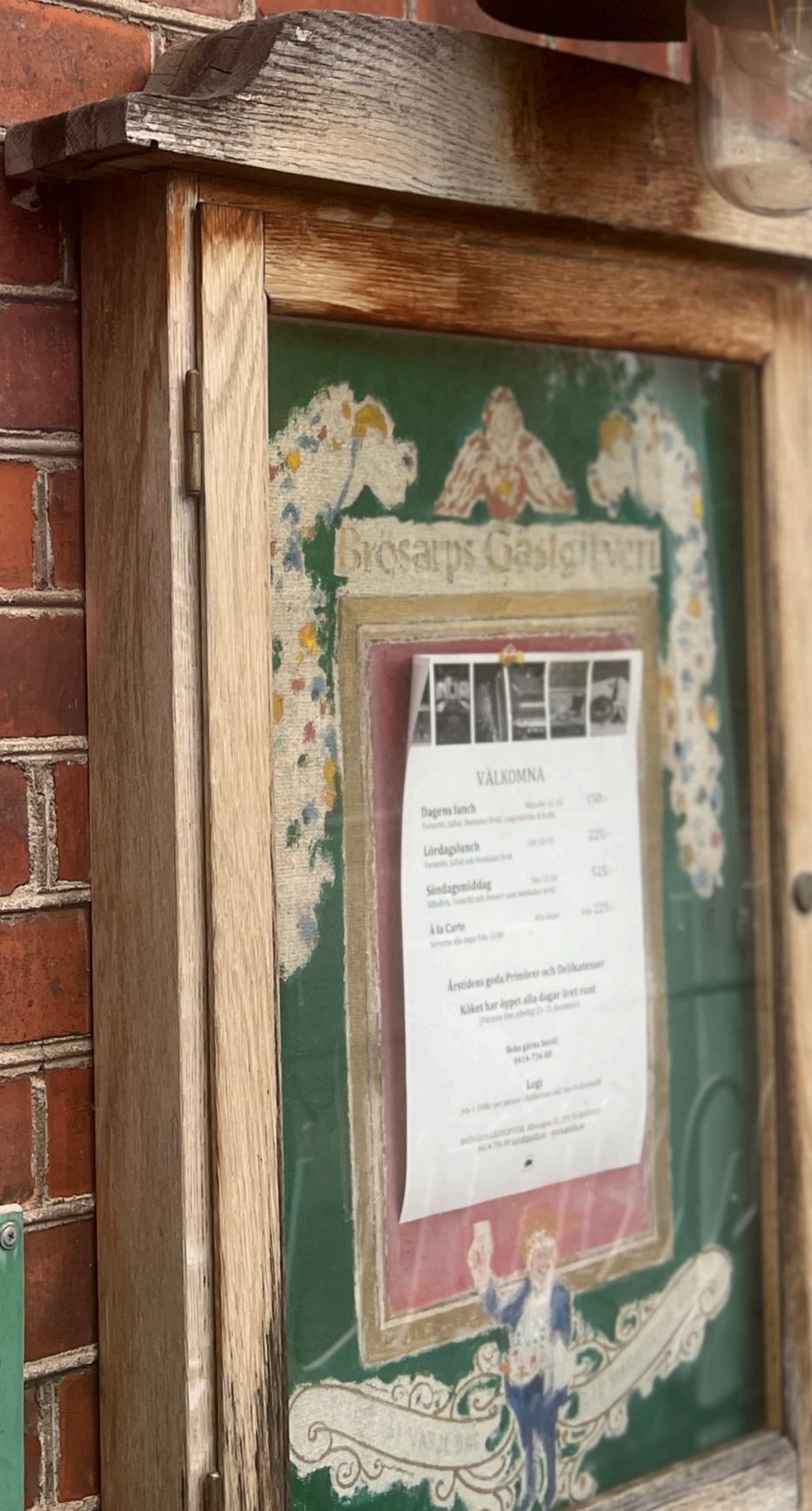
# Årets Företagare

Tomelilla Kommun 2008

Anders Cederberg  
Brösarps Gästgiveri

Jan Carlzon, Ordförande Företagarna

företagarna



**Brösarps Gästgiveri**

**VÄLKOMNA**

Dagens lunch	kl. 12-15	150,-
Lördagslunch	kl. 12-15	225,-
Söndagsmiddag	kl. 12-15	525,-
À la Carte	kl. 12-15	225,-

Årstidens goda Primörer och Delikatesser  
Köket har öppet alla dagar året runt  
(Stängt den 24/12-25/12)

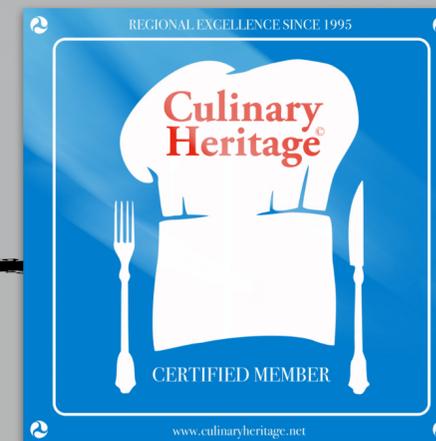
Boka gärna bord!!  
0414-734 88

Logi  
Pris 1 150kr per person i dubbelrum med två rumskamrar

BRÖSARPS GÄSTGIVERI, ÅKERGÅRDEN 23, 475 34 BRÖSARPS  
0414 734 88



***“From local truth to global trust.  
Certify the story. Grow the value.”***



**Niclas Fjellström, Global Coordinator Culinary Heritage**

# Threads From Then To Now

- \* Among First Members In 1995 - Now Certified Under The 2025 System
- \* Continuity Of Values And Sharper Outcomes With Verified Standards

Brösarps Gästgivaregård

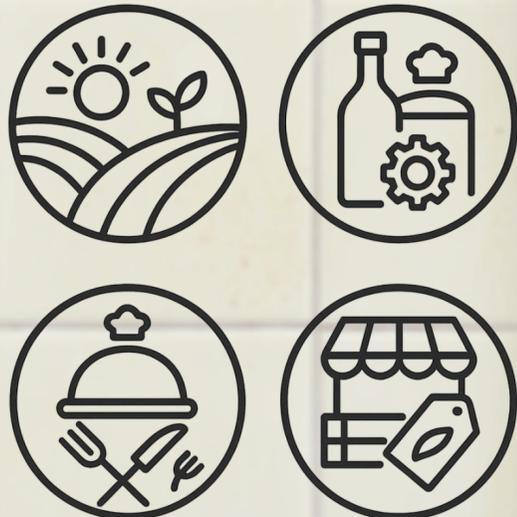
Magia Lubczyku



# Culinary Heritage Certification System



## Who Can Join?



## The Six Pillars of the Certification



Culinary Heritage Preservation



Sustainability and Local Sourcing



Quality and Authenticity



Community Engagement



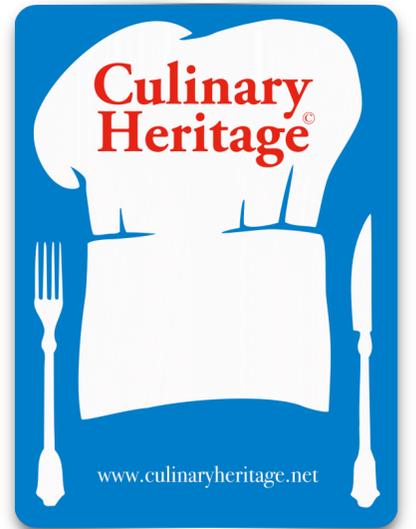
Transparent Operations



Innovation in Tradition

# Three Paths - One Standard

All routes lead to businesses being assessed and certified under the same Culinary Heritage criteria with feedback reports as a strong business development tool in itself.



## Individual Certification

For businesses ready to stand out on their own. Apply directly, receive an inspector-led assessment and a detailed feedback report. Certification awarded if you meet the standard.

## Regional License Holder

For regions that want a local structure. Culinary Heritage trains a License Holder - often supported by Public Authorities (PA) such as a tourism board or development agency - to assess and certify businesses, building long-term growth.

## Destination Programme

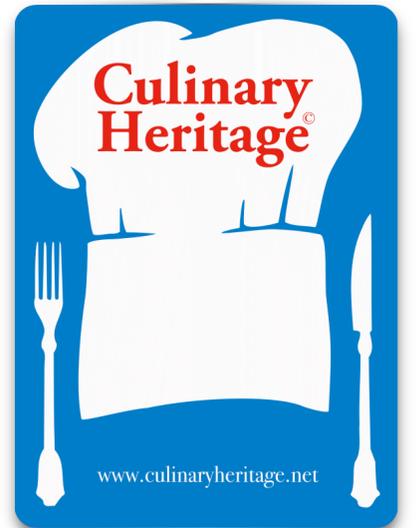
For Public Authorities (PA) such as cities, municipalities or regional governments wanting a turnkey solution. Culinary Heritage Inspectors carry out assessments, deliver feedback reports, and certify businesses - positioning the destination internationally.

**Different paths. One international standard.**

Every business receives the same rigorous preparation, assessment and recognition - whether individually, via a License Holder, or through a PA-driven Destination Programme.

# Culinary Heritage - Regional License Holder

For regions that want a local structure. Culinary Heritage trains a License Holder - often supported by Public Authorities (PA) such as a tourism board or development agency - to assess and certify businesses, building long-term growth.



## Who it's for

Regions that want a local structure supported by Public Authorities (PA).

## How it works

Culinary Heritage trains a License Holder (e.g., tourism board, development agency, PA) to assess and certify businesses.

## Value

Builds a self-sustaining regional structure with long-term ownership.

## Best for

Areas aiming for sustainable growth and ongoing certification capacity. The area must be well developed already within the promotion of local food production having some project related to this field of work, not to be needed to invest too much time at startup.

## Transparent Fee Structure

€3,500 (fixed startup fee)

Assessment of up to 15 businesses during training

Training for PA or designated organisation as License Holder

Certification valid for 2 years with CH support

Additional costs: accommodation and local transport for CH team, remuneration for local experts and certification event

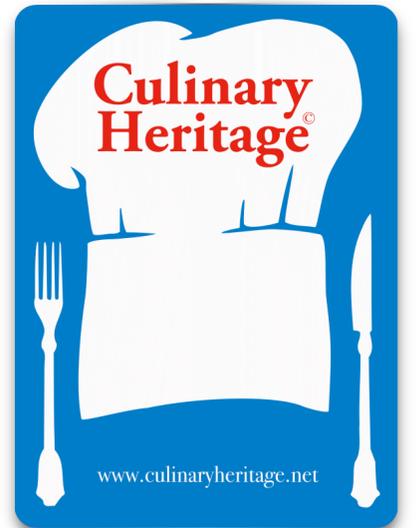
Trademark sign (€65) paid separately by certified businesses or by the PA

Certified businesses pay €50 in certification fee for first two years, €50 annually after that period

Every business is assessed against the same international Culinary Heritage standard. All fees are listed plus VAT where applicable.

# Culinary Heritage - Destination Programme

For Public Authorities (PA) such as DMO's, cities, municipalities or regional governments wanting a turnkey solution. Culinary Heritage Inspectors carry out assessments, deliver feedback reports, and certify businesses - positioning the destination internationally.



## Who it's for

Public Authorities (PA) seeking a turnkey solution.  
Local businesses being assessed and certified under the global Culinary Heritage criteria with feedback reports as a strong business development tool in itself.

## How it works

The PA funds a package of assessments. Culinary Heritage Inspectors deliver assessments, feedback reports and certification.

## Value

Provides a business improvement programme and destination branding with minimal administrative burden.

## Best for

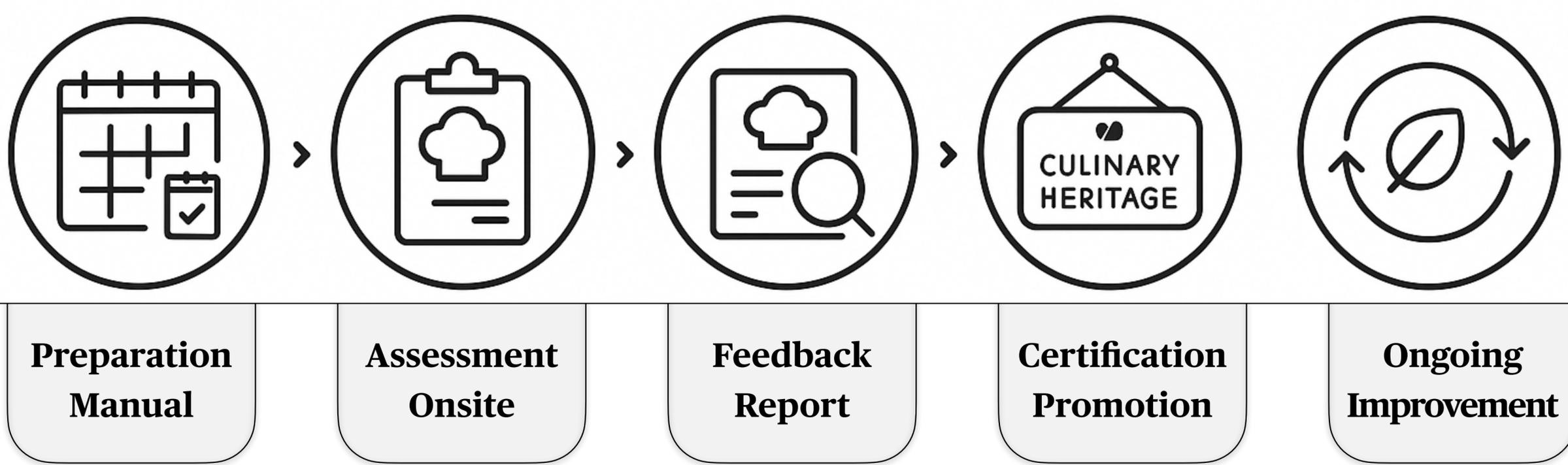
PA that want fast results, international visibility, and clear impact for their region.

## Transparent Fee Structure

Packages include Certification Inspector-led assessments for a defined number of businesses;  
**Starter:** €6,000 (assessments for up to 15 businesses)  
**Growth:** €10,500 (assessments for up to 30 businesses)  
**Leadership:** €16,500 (assessments for up to 50 businesses)  
(+€300 per additional business in each package)

- Each assessment includes a feedback report
- Certification and trademark signs for qualifying businesses included
- Destination recognition as Certified Destination
- Certification Event organised and funded by PA (with support and input from CH)
- Additional costs: accommodation for CH inspection team

Every business is assessed against the same international Culinary Heritage standard. All fees are listed plus VAT where applicable.



## Feedback Report for MUKKA ÇİKOLATA

Address: Kadıpaşa Mah. Stad Cad. No:24/C, Alanya

Date of Inspection: May 6, 2025

Certification Inspector: Araz Aknam

### Certification Status

✓ Certified

### Key Strengths Leading to Certification:

- \* Outstanding Product Quality & Local Sourcing - Mukka Çikolata prioritizes high-quality local ingredients, especially seasonal fruits used in their desserts, pralines, and cakes.
- \* Innovation Rooted in Regional Craft - The café merges traditional Turkish techniques with modern chocolate artistry, resulting in an innovative, high-standard offering.
- \* Hospitality & Skilled Service Team - The young, well-trained team excels in both production and service, offering in-depth knowledge and personalized hospitality.



# Preparation Manual for Culinary Heritage Certification Assessment

Welcome to the **Culinary Heritage Certification process!**

This guide will help you prepare for your assessment, so your business can put its best foot forward when the inspection team visits. Below are key areas to focus on to ensure a smooth and successful certification experience.

## 1. Understanding the Certification Criteria

- **Familiarise yourself** with the certification criteria, which include:
  - Culinary heritage preservation
  - Sustainability and local sourcing
  - Quality and authenticity
  - Community engagement
  - Transparency in operations
  - Innovation in Tradition
- Review these areas to ensure your practices align with **Culinary Heritage standards**.

## 2. Prepare Key Documentation

- **Supplier Information:** Have a list of your suppliers ready, especially those who provide local ingredients.
- **Sustainability Practices:** Be prepared to discuss your waste management, recycling, or energy-efficient practices.
- **Community Engagement:** Gather any promotional materials, partnerships, or examples of events that show your engagement with the local community.

## 3. Showcase Your Menu or Product Offerings

- **Highlight Traditional Dishes or Products:** If you have specific items on your menu or product list that are tied to local traditions, ensure they're available for the inspection day.
- **Explain Ingredient Choices:** Be ready to discuss the origins of your ingredients and why certain items are chosen to reflect local flavours and heritage.

## 4. Prepare for Tastings

- **Select Signature Dishes or Products:** Choose 2-3 items that best showcase your commitment to local culinary traditions and high quality.
- **Present with Pride:** Ensure that the tastings are prepared and presented in the way they're typically served, giving inspectors an authentic experience of your offerings.

## 5. Be Ready to Answer Questions

- **Culinary Heritage and Traditions:** Be prepared to talk about how you incorporate local traditions into your menu or product line.
- **Sustainability:** Explain any eco-friendly practices, such as reducing waste or sourcing locally, that demonstrate your commitment to the environment.
- **Transparency:** Show how you communicate sourcing and production practices to customers (e.g., through menu descriptions or product labels).

## 6. Involve Key Team Members

- **Inform Staff:** Make sure your team is aware of the assessment and understands the purpose of the certification.
- **Introduce Relevant Staff:** During the visit, introduce any team members who play a direct role in the production, sourcing, or sustainability efforts of your business.

## 7. Prepare the Physical Space

- **Showcase Cleanliness and Organisation:** Ensure your venue is tidy, organised and represents your usual standards.
- **Display Your Commitment:** If you have awards, certificates, or any materials showcasing your dedication to culinary heritage and sustainability, have them visible.

## 8. Be Ready to Share Your Vision

- **Talk About Your Goals:** Inspectors are interested in understanding your dedication to the Culinary Heritage values and your vision for the future.
- **Highlight Innovations:** If you're balancing tradition with innovative ideas, share how you're achieving this without compromising authenticity.

## 9. Follow-Up Preparation

- **Be Open to Feedback:** The assessment may come with constructive feedback. Prepare to take notes and consider how you might integrate suggestions.
- **Plan for Ongoing Improvement:** Think about how you will continue to uphold and strengthen your commitment to the Culinary Heritage criteria after certification.

## Final Reminders

- **Showcase your passion** for your region's culinary heritage.
- **Emphasise authenticity** in everything you present.
- **Be open and transparent** in discussing your practices.

# Business Development - Accelerated By Certification

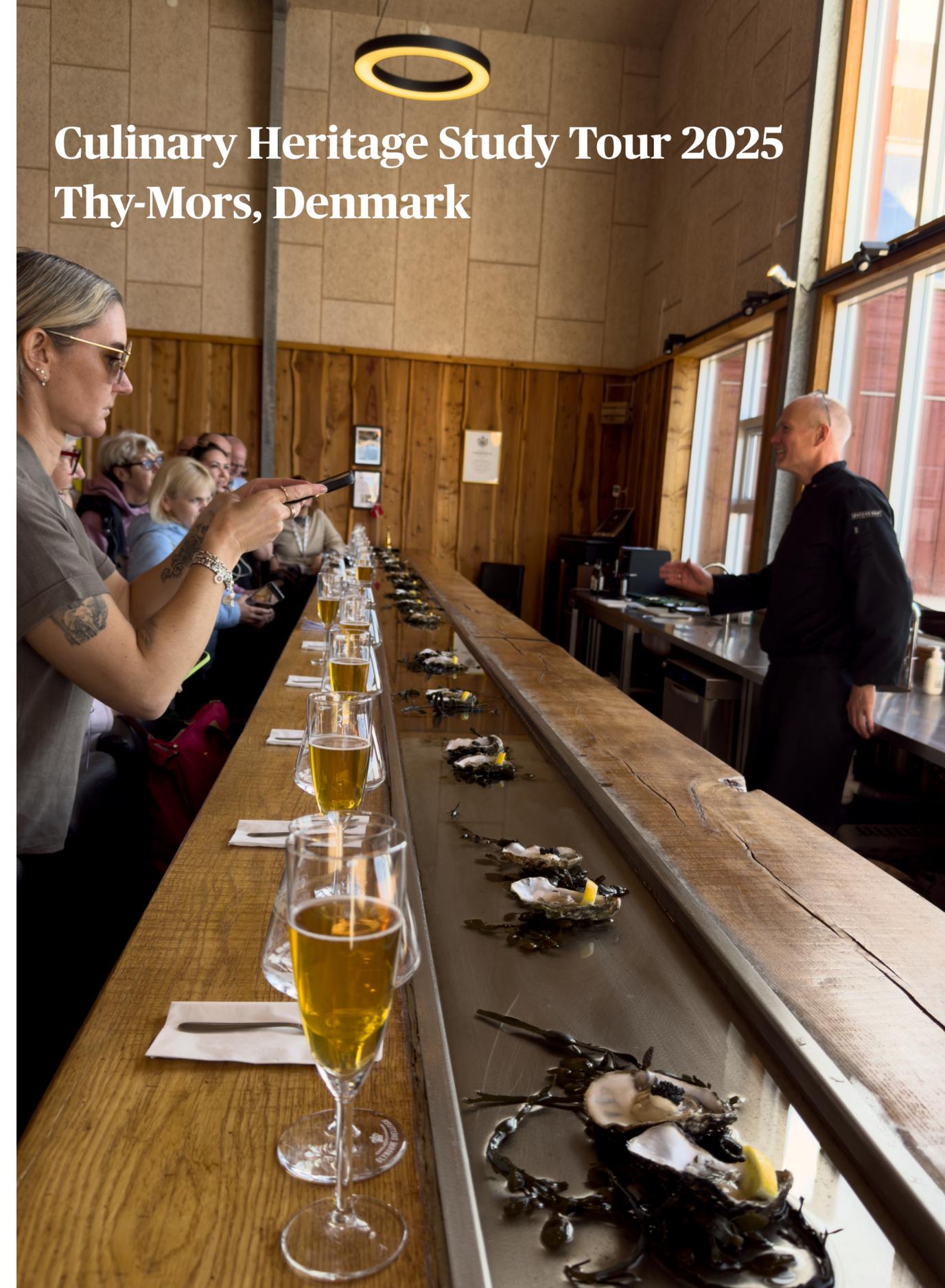
- ✦ Visible Trust Mark
- ✦ Expert Feedback Driving Innovation
- ✦ Access To Channels & Ongoing Recognition
- ✦ Clear, Predictable Costs
- ✦ Catalyst For New Products, Partnerships & Revenue
- ✦ Turn Authenticity Into Demand - And Demand Into Growth

## Risk-Free Learning Loop

- ✦ Even Non-Qualifiers Receive Practical Feedback - Everyone Moves Forward!
- ✦ The Region's Overall Offer Improves Over Time

## Shared Platform Benefits

- ✦ A Learning Network For Cross-Selling & Collaboration
- ✦ Culinary Heritage Study Tours



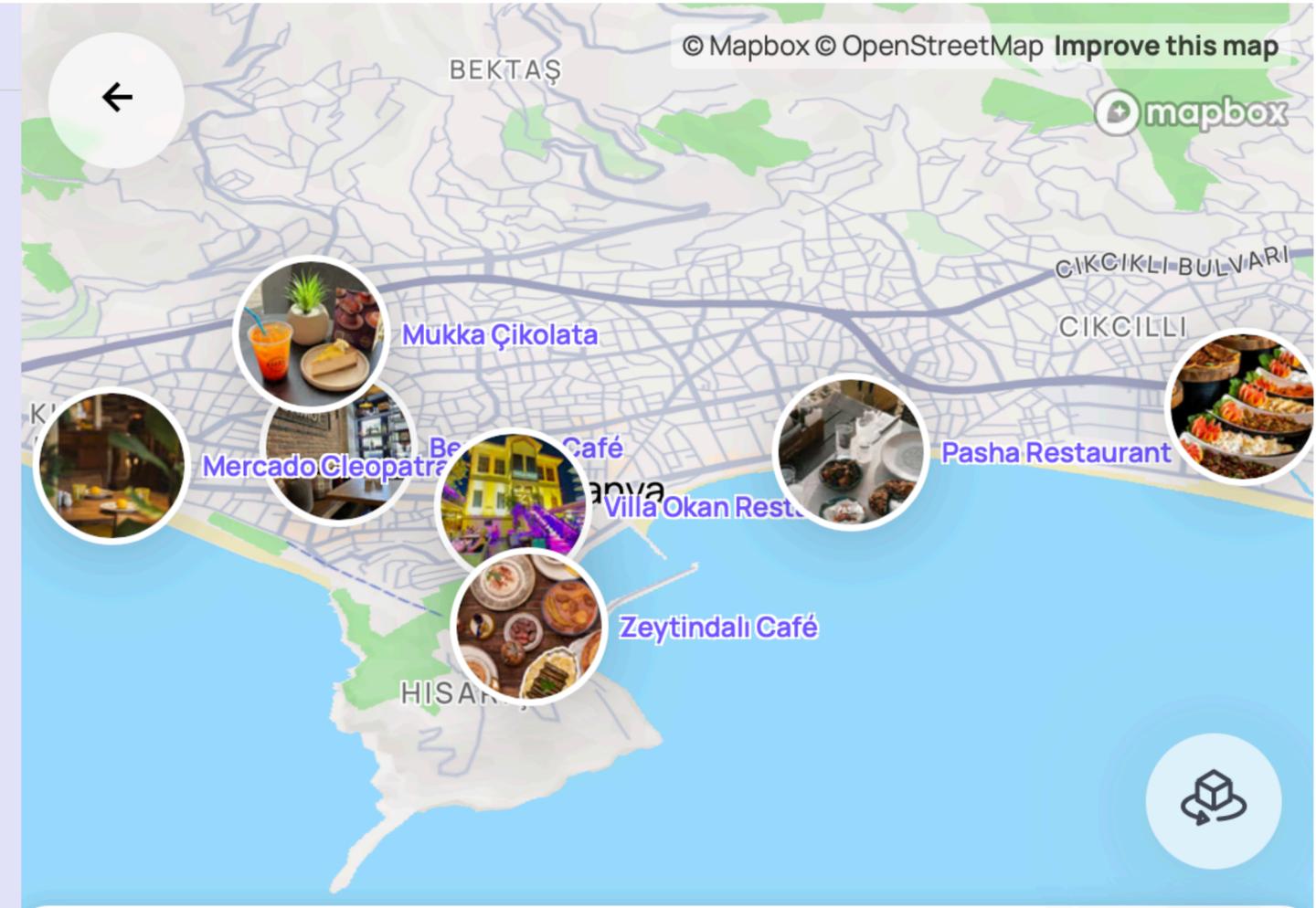
Culinary Heritage Study Tour 2025  
Thy-Mors, Denmark



Tour



Map



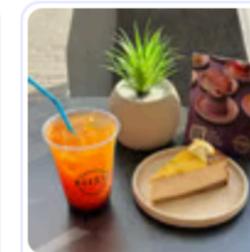
### Culinary treasures of Alanya

Tour

Collections



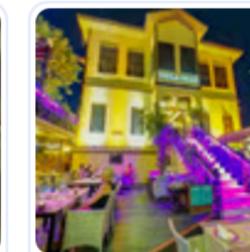
Bergamot Café  
Cafe



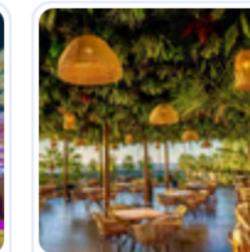
Mukka Çikolata  
Cafe



Mercado Cleopatra  
Restaurant



Villa Okan Restaurant  
Restaurant



Adin Beach Resort Hotel  
Hotel

My Travel Story



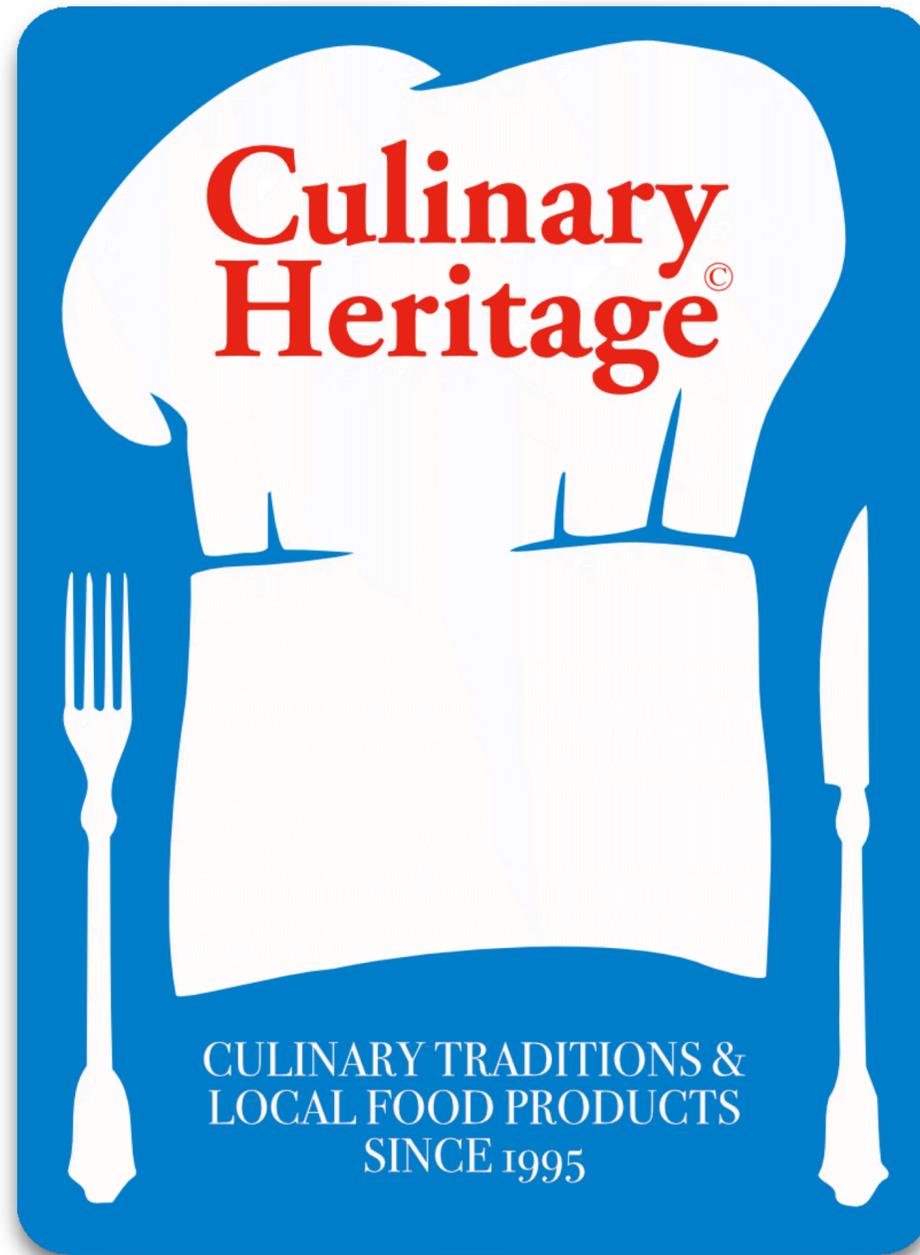
## What Your Destination Gains

- ✳ Certified Identity With Proof
- ✳ Common Standard That Celebrates Local Uniqueness
- ✳ Global, Networked Promotion Across Borders With Culinary Heritage Partners Like Travelverse, WFTA & Others
- ✳ Measured Impact For Funding And Policy

**TOP SECRET**

**100% of travellers eats & drinks**  
**– the smartest destinations turn it into a certified memory!**

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[www.culinaryheritage.net](http://www.culinaryheritage.net)

