

APPROVATO

**VERA
PIZZA**



Napoletana

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VERA PIZZA NAPOLETANA REGISTER OF SUPPLIERS

Registration Guidelines

Introduction

The Verace Pizza Napoletana Association (AVPN)'s mission is to preserve and promote the Vera Pizza Napoletana in Italy and abroad. In order to further and better support its members, AVPN provides a list of official suppliers of food and non-food products connected to the Vera Pizza Napoletana supply chain.

AVPN has compiled a Register of Suppliers of raw ingredients and certified food-safety equipment that meet the regulations standards of AVPN registered trademark. The Register of Suppliers consists in a list of companies selected through criteria based on market reliability, quality of equipment, economic and organizational efficiency, as well as quality of goods and services that be in strict compliance with AVPN requirements.

The Vera Pizza Napoletana Register of Suppliers also promotes the selected companies internationally through a series of solo and collective initiatives that entail (as per Register guidelines) active participation on behalf of the companies.

AVPN reserves the right to modify the current Guidelines in case this was necessary for the proper management of the Register. Should the Guidelines be modified, AVPN will promptly inform the member companies by email and/or through a notice on the official website. If a member company declined to accept the new regulations, it would be granted the faculty to unsubscribe from the Register according to the procedures listed under the "Unsubscribing" paragraph.

Art.1 – Subject

The Register of Suppliers lists those economic agents who have requested to be registered – according to the procedures and processes in the guidelines outlined in this document and its attachments – to the Register.

AVPN has carefully verified the suppliers' compliance with mandatory requirements through either a third party or through an AVPN-mandated technician, and its decisions are indisputable. Indeed, the registered suppliers shall prove to be compliant with the Guidelines regulations of the Vera Pizza Napoletana collective trademark registered by AVPN, and therefore suitable to be promoted both in Italy and abroad under the logo Vera Pizza Napoletana.

The Register consists of different product groups and levels of marketing activities, depending on the objectives of each economic agent.

Product groups

Raw ingredients (as per official guidelines) listed in this Register are:

Flour	<ul style="list-style-type: none"> Type 0-00 soft wheat flour
Fresh tomatoes	<ul style="list-style-type: none"> <i>S.Marzano dell'Agro Sarnese-Nocerino</i> <i>Pomodorini di Corbara (Corbarino)</i> <i>Pomodorini del piennolo del Vesuvio (DOP)</i>

Peeled tomatoes	<ul style="list-style-type: none"> • Fresh or processed tomatoes (type <i>Pomodoro lungo tipo Roma</i>) • <i>Pomodorini di Corbara (Corbarino)</i>
Mozzarella	<ul style="list-style-type: none"> • mozzarella di bufala campana (DOP) • mozzarella (STG)
Fior di latte	<ul style="list-style-type: none"> • Fiordilatte dell'Appennino meridionale (DOP) • Other types of certified fiordilatte
Extra-vergin olive oil	
Ingredients used as toppings for Neapolitan pizzas	

In addition to the above ingredients:

Pizza ovens
Pizza dough mixers
Workbenches
Cooking utensils and accessories
Extra tools and innovative technologies.

Art. 2 – Registration criteria

Applications for registration can be submitted by those companies manufacturing the products listed in Art. 1 that comply with these minimum requirements:

- They must have official certification and/or documents suitable to show produce traceability (and that selection and identification of all the production stages);
- they must have official certification and/or documents released by the competent authorities that have certified produce as DOP, STG, or as typical (upon request);
- They must have official certification and/or documents suitable to certify compliance with food safety and hygiene norms (HACCP Plan) in all production stages (from production to delivery to the food company);
- They must abide by the legislation on product sales and on hygiene and food safety;
- They must abide by the Guidelines of the collective trademark Vera Pizza Napoletana registered by AVPN, and they must comply with the criteria elaborated by the Department of Food Science of the Faculty of Agriculture at the Università degli Studi di Napoli “Federico II” (UNINA). Compliance with the Guidelines is verified and certified by a Third Party or by an AVPN-mandated technician. In case of associated companies, all associates with the company applying to the Register must abide by the above mentioned requirements.

Art. 3 – Registration

Companies applying to the Register must submit a written application through the attached form (form A). Moreover, original copies of these documents (below in the list) must be attached to the written application undersigned by a legal representative:

1. Registration certificate to the Chambers of Commerce, Industry, Agriculture and Crafts;
2. Certificates and/or documents issued by the relevant departments that certify products as DOP, STG or typical (when requested)
3. Valid ID
4. Applicant's subscription to the marketing activities of Verace pizza napoletana Register of Suppliers.

Application forms must be submitted to Associazione Verace Pizza Napoletana by registered mail A/R or handed in in person at the Registrar Office in Via Capodimonte 19A - 80131 Napoli.

The envelope must indicate the sender's address and the headline

Progetto "Fornitore Ufficiale Vera Pizza Napoletana" – Iscrizione Albo.

For further information and/or clarifications please contact Mr. Stefano Auricchio

tel./ fax: 081 – 42 01 205

email: info@pizzanapoletana.org

Registration to the Register of Suppliers is ratified by AVPN Executive Board, upon verification of basic requirements (detailed in art. 2 of this document). Applicants will be notified of successful registration and will receive the official certificate.

AVPN Executive Board, during the examination process of basic requirements (as detailed in art. 2) to be met by the company at stake, will decide the annual registration fee for the forthcoming three years. Such annual fee is based on the company's choices as well as on assessments of the size of the company, of its local branches, its specific operating segments, and it is suitable to considerably vary across different companies.

Application to the Register of Suppliers (form A attached below) does not imply acceptance of the annual fee decided by AVPN to activate registration and to participate in AVPN activities. However, payment of the annual fee is mandatory to finalize the procedures, and in case of overdue payment registration will not be activated.

Art. 4 – Use of Logo for the members of the Register of Suppliers

Upon registration, suppliers are authorized to use the Logo "Official Supplier of Vera Pizza Napoletana" in tune with the general rules detailed in this article (4), in article number 5, and in tune with any further restrictions mentioned during the application process. The Logo is property of the Association Verace Pizza Napoletana.

General guidelines for trademark reproduction

The trademark must be reproduced without modification, as indicated on digital material provided by AVPN, and it must not be reproduced through pictures or scanned images.

Combination with other logos and trademarks

The trademark can be used in combination with other logos/trademarks of the authorized User, provided that these be not in conflict and/or in competition against AVPN.

Art. 5 – Suppliers’ obligations concerning the use of the trademark

The suppliers (listed) in the Verace Pizza Napoletana Register of Suppliers must abide by the following rules when using the trademark:

- ✓ Trademark use is strictly restricted to the Suppliers listed in the Register and it must not be transferred to non-members under any circumstances. In case even one of the conditions that have enabled the registration changes, the company must preventively inform AVPN in writing so that AVPN can decide whether to confirm or revoke membership. AVPN responses will be always notified in writing;
- ✓ The Trademark must rigorously abide by official design, style and font number, colours, and other characteristics mentioned above in art. 4;
- ✓ AVPN is entitled to control, directly or through third parties, compliance with the mandatory requirements in order to guarantee and preserve trademark integrity and prestige;
- ✓ Suppliers must preserve all the conditions that have enabled trademark use;
- ✓ Suppliers must exclusively use the trademark for the product for which trademark use has been granted;
- ✓ Suppliers must use the trademark exclusively on packages of products subject to monitoring, and/or on official paper, promotional material or advertising, and publications concerning such products;
- ✓ Suppliers must not do anything or omit anything that may damage and/or affect trademark reputation;
- ✓ Suppliers must not use the trademark if use has been revoked, suspended or in case of waiver;
- ✓ Suppliers must not commercialize products that do not conform to the aforementioned Guidelines and, in case such products had already been commercialized, must withdraw them from the market at their own expenses;
- ✓ Trademark use in public events must be explicitly authorized in writing.

Art . 6 – Revocation of trademark use

AVPN has the right to revoke trademark use under these circumstances:

- a) serious breach of Register guidelines (false declarations, trademark misuse and/or illicit use) and/or of supply contract;
- b) interruption of contractual relationships among parties;
- c) obstructionism and/or obstructionist attitudes towards AVPN concerning requests of follow-up surveys and/or inspections to verify mandatory requirements and the correct trademark use;
- d) User’s bankruptcy, enforcement proceedings, or cessation of activity;
- e) Divestiture of the business company that was granted trademark use.

Revocation of trademark use entails:

- a) immediate prohibition to use the trademark;
- b) immediate removal, on behalf of Users, of any reference to the trademark on any communication means (internet sites, catalogues, advertisements), and removal of any reference to the trademark on the company logo and on any means of commercial communication;
- a) AVPN right to notify revocation.

Art. 7 – Trademark waiver

Registered suppliers can waive trademark use by registered mail to AVPN at least 30 (thirty) days in advance

Trademark waiver entails:

- a) cessation of activity starting from the day in which the waiver becomes effective;
- b) immediate removal, on behalf of Users, of any reference to the trademark on any communication means (internet sites, catalogues, advertisements), and removal of any reference to the trademark on the company logo and on any means of commercial communication;

Art. 8 – Register validity and update

Registration lasts for three years starting from registration day and provides for automatic renewal (even more than one renewal), unless withdrawal to be communicated by registered letter within 30 days of expiry.

The Register is published on AVPN and on AVPN delegations' websites. Moreover, foreign delegations reserve the right to request merging with other companies.

Art. 9 – Removal from Register

After that AVPN has started infringement procedures, removal of registered suppliers takes place in these cases:

- a) evidence of severe breach of this Register's guidelines;
- b) loss of registration requirements;
- c) non renewal of registration by a three-year expiry date;
- d) non payment of yearly allotment.

Except in those cases mentioned in letter c) a new application cannot be submitted before three years from removal

Art. 10 – Advertising and information – Related activities

High visibility will be given to the Register of Official Suppliers of Vera Pizza Napoletana through different initiatives concerning promotion, dissemination and valorization. Promotional activities are detailed in Form B. Each registered company participates in the promotion costs through a contribution as this is defined in art. 3.

Those initiatives autonomously started by each company in cooperation with AVPN are excluded. All promotional activities and their costs are to be considered on a yearly basis. Validity of promotional activities must be renewed every year through official signature.

Art. 11 – Treatment of personal data and privacy

Personal data provided by candidates are collected and treated in accordance with the Consumer protection laws, as per D. Lgs. n. 196/2003.

Art. 12 – Litigation

These guidelines are regulated by Italian law. Napoli Court is in charge of any possible dispute concerning validity, interpretation, and implementation of the Guidelines.

Art. 13 – Final remarks

Registration of companies to the Register of Suppliers does not represent a prerequisite to pretend entrustment of suppliances, and at no rate are members subjected to the other registered companies.

Date

Signature

FORM A

Application to Vera Pizza Napoletana Register of Official Suppliers

For the attention of ASSOCIAZIONE VERACE PIZZA NAPOLETANA

The undersigned _____

Born in _____ On _____

Resident in _____ Municipality _____

Street _____ number _____

Area code _____

As Legal Representative of the Company _____

Located in _____ Municipality _____

Street _____ Number _____

Area code _____

Social Security Number _____

VAT Number _____

Tel _____

Fax _____

Email _____

ASKS

to be officially registered in the list of companies recommended by AVPN for these products (product type is indicated in art. 1 of this document):

- Flour type 0-00
- Fresh tomatoes
- S.Marzano dell'Agro Sarnese-nocerino DOP
- Pomodorini di Corbara (Corbarino)
- Pomodorini del piennolo del Vesuvio DOP

- Peeled tomatoes
- S.Marzano dell'Agro Sarnese-Nocerino peeled tomatoes DOP
- Fresh or processed peeled tomatoes (type pomodoro lungo tipo Roma)
- Mozzarella
- Mozzarella di bufala campana DOP
- Mozzarella STG
- Fior di latte
- Fiordilatte dell'Appennino meridionale DOP
- Other types of certified fiordilatte
- Extra vergin olive oil
- Food products used as toppings on Neapolitan pizzas
- Wood ovens
- Kneading machines
- Workbenches
- Accessories
- Utensils
- Other innovative technologies and tools

and, to this end, under her/his responsibility and aware of criminal sanctions, as per Presidential Decree 445/00 and any subsequent amendments and additions,

DECLARES

1. to be registered in the Chamber of Commerce of _____ for this business activity _____ and attests the following information:

Registration number _____

Registration date _____

Legal form _____

Legal representatives (full names, qualifications, dates of birth, and residency must be provided)

2. to be in possession of these certifications and/or documents

issued by competent authorities _____

that attest product certification as:

- DOP
 - STG
 - Other (details must be provided)
3. to manufacture products that belong to the categories mentioned above;
 4. to hold official certificates and/or documentation that can attest to all the production stages of manufactured goods in detail;
 5. to hold official certificated and/or documentation that can attest to compliance with food safety and hygiene self-checks (HACCP Plan) in all the production and distribution phases;
 6. to abide by food safety and hygiene as well as marketing regulations;
 7. to abide by health and safety at work regulations;
 8. to abide by social security and pension benefits regulations.
 9. At last, the applicant must declare that s/he has thoroughly read and undersigned the Register of Suppliers Regulations, and has accepted all norms without reservation.

The undersigned declares that s/he informed of privacy norms (all'art. 3 del D. Lgs. 196/03) that restrict the treatment – through paperwork and/or IT equipment – of personal data exclusively to the procedures for which they are provided.

To be attached to this form:

- Registration certificate of the Chamber of Commerce, Industry, Agriculture, and Craft issued not more than three months prior to the application date;
- Official certificates and/or documentation issued by competent departments that attest product certification as DOP, STG, or typical (if requested);
- Applicant's double-sided photocopy of valid ID, with original signature;
- Compliance with the marketing program of companies recommended by “verace pizza napoletana”.

Date

Signature

B FORM

MARKETING ACTIVITIES

The Associazione Verace Pizza Napoletana is committed, within the scope of its mission of preserving and promoting the vera pizza napoletana and the products connected with its supply chain, to support initiatives promoting the companies in the list of AVPN Register of Suppliers (of which form B is part).

As per art. 6 of the Vera Pizza Napoletana Register of Suppliers Guidelines, these are the initiatives and marketing activities that are going to be promoted in order to support the companies in the list of official suppliers, and in order to maximize supply services for AVPN members in Italy and abroad.

Registration to marketing program

Attn: Verace Pizza Napoletana Association

The undersigned _____

Born in _____ On _____

Resident in _____ Municipality _____

Street _____ number _____

Area code _____

As Legal Representative of the Company _____

Located in _____ Municipality _____

Street _____ Number _____

Area code _____

Social Security Number _____

VAT Number _____

Tel _____

Fax _____

Email _____

ASKS

to benefit from marketing initiatives such as those listed in this form (Form B) attached to the Register of Official Suppliers of Vera Pizza Napoletana. In particular:

BASIC ACTIVITIES	
Internet	Company logo and website on the AVPN website, as well as on websites of foreign delegations
	Company logo on email communication for AVPN members
	Company logo on all AVPN newsletters
Print	Reference to the company in the Official Suppliers section of the Vera Pizza Napoletana guidebook, which is translated in three languages (Italian, English, Japanese)
Training	Reference to the company in the educational material provided to participants in AVPN intensive courses
SUPPLEMENTARY ACTIVITIES	
Internet	Newsletters focusing on the company
	Insertion of company's press releases on AVPN website
Events	Consumer events in Italy and abroad
	AVPN convention in the USA and in Japan

	Oportunities to participate in seminars in Italy and abroad, and to display company products and logos
	Company logo on event uniforms
Print	Supplementary page about the company in the AVPN guidebook (details to be discussed)
	Company logo in AVPN advertisement in trade magazines
Training	Promotion of company products during training courses
	Company logo on trainees' uniforms during training courses
Public Relations	Press Office

Other activities can be carried forward through co-marketing upon careful evaluation on behalf of the parties involved.