

# Application Form for LA restaurateurs - "Balsamic Vinegar of Modena, the Original"

By filling out this form, you are joining the free initiative **"Balsamic Vinegar of Modena, the Original"** organized by the Consortium for the Protection of Balsamic Vinegar of Modena.

The mission of "Balsamic Vinegar of Modena, the Original" campaign, co-funded by the European Union, is to promote Balsamic Vinegar of Modena in the U.S. market through promotional activities aiming to increase the awareness of the product in both the area of San Francisco and Los Angeles.

The initiative includes the organization of Tasting Weeks in participating restaurants. **In Los Angeles, The Original Balsamic Week will take place from October 31st to November 6th.**

## WHAT WE OFFER

- Complimentary product for the creation of a dish containing Balsamic Vinegar of Modena PGI during the Tasting Week as follows:
- 1 five-liter (1,32gal) jug of aged Balsamic Vinegar of Modena PGI
- 2 five-liter (1,32gal) jugs of aged Balsamic Vinegar of Modena PGI
- 30 Institutional bottles of 250ml (0,066gal) each and branded with the logo of the Consortium of Protection to be displayed inside the restaurant, together with the promotional materials (flyers and folders).
- A visit from a food influencer who will dine in your restaurant to taste and vote the dish created with Balsamic Vinegar of Modena PGI and share it on their social channels. The cost of the meal will be charged to us.
- To be included and mentioned in the "Balsamic Vinegar of Modena, the Original" communication campaign, on the official project website (<https://www.balsamicweek.com/>) and social channels, which will reach 300,000 contacts in the target areas.

## HOW TO TAKE PART

- By filling out the information requested below to confirm your participation in the project.

- By including in your menu a dish containing Balsamic Vinegar of Modena PGI throughout the Tasting Week in your restaurant and by specifying the full name "Balsamic Vinegar of Modena PGI" in the name of the dish on the menu.
- By displaying the promotional materials in your restaurant (possibly in a proper corner) and by displaying the bottles of vinegar on all the tables, so that even those who do not choose the vinegar-based dish can still try it.
- By sending the recipe and some photos of the dish created using Balsamic Vinegar of Modena PGI, as well as photos of the communication materials displayed and the dish served to customers.
- By hosting a food influencer who will dine in your restaurant to taste the dish created with Balsamic Vinegar of Modena PGI and share it on their social channels.
- By posting on the social accounts of your restaurant some pictures taken during the Tasting Week, mentioning if you wish: on Facebook @OriginalBalsamicVinegar and on Instagram @originalbalsamicvinegar; moreover you can use the following hashtags: #EnjoyItFromEurope #BalsamicVinegarOfModena

**Please note: the initiative doesn't have any commercial purpose, but it is only intended for the promotion of Consortium products.**

## INFORMATION REQUIRED FOR PARTICIPATION AND PROMOTION OF THE RESTAURANT

Restaurant Name \*

La Puglia

Restaurant Address \*

1621 Wilshire Blvd., Santa Monica, CA, 90403

Restaurant Phone Number \*

+1 424 229-5902

Email Address \*

valentina@lapuglia.us

Restaurant Website (URL)

https://lapuglia.us

Average number of daily place settings

150

**INFORMATION REQUIRED FOR THE DELIVERY OF BALSAMIC VINEGAR OF  
MODENA PGI SAMPLES AND COMMUNICATION MATERIALS**

Restaurant Full Address \*

1621 Wilshire Blvd., Santa Monica, CA, 90403

Days and opening hours for delivery \*

Every Day from 6am to 10 am

Name of contact person for delivery \*

Valentina

Phone Number (Restaurant Contact Person for delivery) \*

+1 424 229-5902

Other useful information for delivery

Social Media Pages (URL)

[https://www.facebook.com/lapugliafoodexperience /](https://www.facebook.com/lapugliafoodexperience/)  
<https://www.instagram.com/lapugliafoodexperience/>

Brief restaurant description

Restaurant Logo

Please send us your logo.

We kindly require the logo at the best quality available (recommended formats: PNG, JPEG or PDF); < 10 MB file or you can send us a WeTransfer link (or similar). *We will use the logo to promote the Restaurants taking part to the initiative through the social accounts of the project. .*

## Privacy \*

☒ I declare that I have read and accept the conditions for the processing of my personal data on the page: <https://www.balsamicweek.com/>

This content is neither created nor endorsed by Google.

# Google Forms