

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 *

Rossoblu

Restaurant Address *

1124 San Julian Street, Los Angeles, CA 90015

Restaurant Phone Number *

213-749-1099

Email Address *

michael@rossoblula.com

Restaurant Website (URL)

https://www.rossoblula.com/

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 *

1124 San Julian Street, Los Angeles, CA 90015

Days and opening hours for delivery *

Monday - Friday 10am - 4pm

Name of contact person for delivery *

Emilia Mateo

Phone Number (Restaurant Contact Person for delivery) *

213-640-0624

Other useful information for delivery

Do not park in the alley - park on San Julian Street

Social Media Pages (URL)

<https://www.instagram.com/rossoblula/>

<https://www.facebook.com/rossoblula>

Brief restaurant description

Italian cuisine, home recipes and dishes from the Emilia Romagna area of Northern Italy. We feature fresh handmade pastas, wood grilled meats, fish and proteins and market-fresh produce. Our wine list focusses on unique varietals from family owned, grower wineries. Specialty cocktails are driven by the highest quality liquors and ingredients.

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/>

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