



APPLICATION FORM FOR RESTAURATEURS

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

The mission of “The Original Balsamic Week” 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 San Francisco, The Original Balsamic Week will take place from 12th to 18th of September.** By participating, restaurateurs will create a dish using Balsamic Vinegar of Modena PGI among the ingredients, include it in the restaurant menu during the tasting week and promote it to customers. The recipe and a picture of the dish created will be published on the website of the project and the three most voted dishes will be awarded. Finally, the project includes a digital and social communication campaign to promote the initiative and participating restaurants, as well as a promotional page within a food magazine.

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 “The Original Balsamic Week” 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: #EnjoyItsfromEurope #BalsamicVinegarOfModena

INFORMATION REQUIRED FOR PARTICIPATION AND PROMOTION OF THE RESTAURANT

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| • Restaurant name*: | <u>Firenze by night</u> |
| • Restaurant address*: | <u>1429 Stockton Street San Francisco, CA 94133</u> |
| • Restaurant phone number*: | <u>+1 (415) 392-8585</u> |
| • Email address*: | <u>paologiusti@comcast.net</u> |
| • Restaurant Website (URL): | <u>https://www.firenzebynightsf.com</u> |
| • Average number of daily place settings | <u>120</u> |

Fields marked with * are mandatory.

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

- Full address of the restaurant*: 1429 Stockton Street San Francisco, CA 94133
- Days and opening hours deliveries*: Wednesday-Friday after 2pm
- Contact person for delivery*: Paolo, Nadia Giusti
- Phone number (Restaurant or person in charge)*: 4152907720
- Other useful shipping Information

*Fields marked with * are*

Social Media Pages (URL)

- Facebook:
- Instagram: <https://www.instagram.com/firenzebynights/>
- Twitter:

Brief Restaurant Description (optional):

"Classic Italian cuisine

We have been serving up traditional Italian cuisine for the last 30+ years. Known for our award-winning Gnocchi Firenze, our menu features a wide variety of pastas, meats, seafood and more. Enjoy classic Italian dishes and an extensive wine list in the heart of North Beach"

Restaurant Logo (optional):

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.



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