

The scheme's structure

The key elements of the Qualivita Certification Scheme:

1 SCQ Standard Specifications

Establishes the Scheme's objectives and key points

2 Regulation for the use of the mark

Specifies in detail the requirements requested and ways of using the mark

3 Q-Qualivita Mark



The graphic symbol issued to companies of the Ho.Re.Ca channel which join the Scheme and respect the requirements

4 Control Plan

The document created for each company which establishes the specific methods of control for the upstream supply chain and the requirements communicated by the companies that join the Scheme

5 Control Body



The third party body which prepares the control plan and carries out inspections on the applicant, restaurants and upstream supply chain

6 Certificate of compliance

The certificate issued by the third party Body, certifying that the company conforms to the requirements provided for by the Scheme

The Qualivita Certification Scheme

A safe and transparent food service industry



The Qualivita Certification Scheme

A new tool to valorise the Ho.Re.Ca.



The Qualivita Certification Scheme offers the **food service industry** the possibility to be closer to the **consumer's** need for **quality** and **transparency**.

Control Body 

Control Body 



The Qualivita Certification Scheme

In order to respond to the growing needs of the food service industry and consumers in terms of safety, transparency and food quality, the Qualivita Foundation has created the Qualivita Certification Scheme (Schema Certificazione Qualivita - SCQ) which is directed at companies within the Ho.Re.Ca channel.

Companies which conform to the requirements and standards of SCQ will benefit in terms of:

The objectives

Efficient Communication

The SCQ guarantees that communication will be transparent, truthful and verifiable by third parties. The capacity of supplying clear information is a fundamental element for strengthening the image of a company and for gaining the customer's trust.

New eating-styles

The changes within the organisation of work, studies and tourism over the last decade have led to an increased need to eat out.

There are increasingly more catering establishments that are able to offer menus, services and standardised costs to users and consumers over a large geographical area.

Today the self-service or fast food of the Commercial and Collective Food service industry and Catering are at the centre of an important evolution in terms of the diversification of products and the attention given to nutritional, hygienic and sustainable environmental aspects, with constant qualitative standards, yet adapted to the changeable needs of diversified users.

Saving time and money, attention to food quality and personalised menus; these are the factors which are influencing the current offer.

The added value of origin

Promoting and valorising quality products of the agri-food supply chain, in as much as being synonymous of a guarantee for determined controlled and certified parameters, gives an advantage in terms of the diversification of the offer and the differentiation of the product.

Market positioning

Distinguishing itself as a subject which pays attention to quality agri-food products, healthy eating, terroir of origin, which is a winning strategy for penetrating the market.

1 Transparent communication
 Transparency towards consumers, sharing with Qualivita the structure and content of information and accepting super partes controls

2 Consumer service
 Making customers feel welcome and being available if they want to ask for information or make complaints

3 Consumer reports
 To report to customers all forms of communication, customer service and quality products utilised, either through the company's social budget or its web site

4 Valorisation of quality products
 To promote and motivate the consumption of quality agri-food products and to not use PDO/PGI "like" products

21 million
million people in Italy eat out at least once a day

78%
would like more information about ingredients and food preparation

19%
maintain that the information on the meals served is transparent

84%
want healthy and safe food

80%
would like to know more about the origin of raw materials

64%
declares to be "very concerned about the hygiene and safety of meals eaten out"

