

## **Da Bruno Italian Restaurants Marbella Are Awarded With The Brand Recognition Of Italian Hospitality**

Marbella, Málaga ( Kazor ) March 14, 2011 – What's more it certifies that the products used in the restaurants are of Italian origin. In fact to be awarded the “Italian Hospitality” brand, also means that this **Marbella Restaurants** group incorporate authentic Italian decorative elements throughout their restaurants.

After over fifteen years of welcoming their customers, the Da Bruno **Marbella Restaurants** team feel very proud to be awarded this true hallmark of being part of the “Great Italy” tradition.

Born in 1997 the “Italian Hospitality” brand puts applicants through a thorough and difficult process to ensure their authenticity.

The Ministry of Tourism and Economic Development of Italy, alongside important Italian institutions and the National Chamber of Commerce (Assocamerestero), the Italian Federation of Food Industry (Federalimentare) and the Italian National Agency for Tourism (ENIT), are responsible to review and endorse that candidates' facilities meet the requirements for the granting of the trademark “Italian Hospitality”. This is part of the Italian project called Marchio Ospitalità, which is sponsored by the Chamber of Commerce and Industry Italy for Spain (CCIS).

The Da Bruno Restaurants group had to show that the essence of Italy was kept true, even after a long journey from the mother country to the Da Bruno tables. This meant that the food courses met with Italian traditions. Additionally at least 20% of the wines offered on the wine lists came with the Protected Designation of Origin (PDO) Italian brand.

As the “Italian Hospitality” brand seeks to promote and show the value of the Italian food culture, it also requires that there are staff present at the restaurants who can communicate in Italian and that of course the Italian language is written correctly on menus. Da Brunos were successful in demonstrating this, as well as showing that they have a commitment to disseminate the culture and products of Italian origin.

After this wonderful award, Da Brunos can show the corresponding official documentation, such as brand stickers as well as a proud badge to show that they have been awarded this recognition.

This award is especially meaningful to the Da Bruno team as it shows that their homeland has recognised their efforts to disseminate the good work and culinary quality of Italian cuisine and products, one excellent example is their famous homemade pasta.

The network also forms part of the Guide to Italian Hospitality and this will mean that the Da Bruno Restaurants will benefit from other channels of promotion in traditional media like social networks that help to spread the word and praise Da Brunos close relationship with Italy.

It has been tentatively scheduled that there will be an evening in Madrid in April to hand over the certificates, which will be broadcast on public television (Rai Uno)

#### About Da Bruno's Restaurants Group

Da Bruno **restaurants Marbella** , began operations in 1994 with the launch of Pasta Da Bruno. Five years later followed the opening of Da Bruno a Casa (1999), then Da Bruno Cabopino (2001), Da Bruno Sul Mare (2002), Da Bruno San Pedro (2005) and 2008 Da Bruno a Cabopino Take Away and Deli.

Da Bruno was founded by Giuseppina & Bruno Filippone, who continue to run the business and who have given an unmistakable personal stamp of quality traditional Italian food.

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