



Chicago Office

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REQUEST FOR PROPOSAL
Settimana della Cucina Italiana nel Mondo

CHICAGO, ILLINOIS
Nov. 13th - 19th, 2023

We are pleased to inform you that the 8th edition of the **Settimana della Cucina Italiana nel Mondo** (*Week of the Italian Cuisine in the World*) is back in 2023 with the theme: *“At the table with Italian cuisine: wellness with taste.”*

Since its launch in 2015, the initiative successfully has held more than 1,000 events in over 100 countries, and this year continues its mission to positively contribute to the perception, appreciation, and consumption of Authentic Italian food throughout the US market.

We are selecting **one Italian restaurant in the city of Chicago** to participate in this worldwide initiative. The restaurant will be asked to promote the following 5 (five) traditional Italian pasta dishes to enhance the issues of sustainability and biodiversity, protection of designations of origin and authenticity of products and preparation techniques against all forms of counterfeiting:

- Cacio e Pepe
- Amatriciana
- Carbonara
- Risotto alla Milanese
- Pasta alla Norma

In addition, the restaurant will organize a communication/tasting/networking event to promote Authentic Italian products, including through educational or communication actions to be held on social networks and/or traditional media on the aforementioned topics.



ITALIAN TRADE AGENCY

The objective of the entire program of activities is to continue the enhancement of the Italian culinary tradition abroad, supporting exports of the agrifood sector and promoting the fight against Italian sounding as well as the loyalty of American consumers to the use of quality Authentic Italian products. Moreover, the selected restaurant is also asked to briefly present the Italian pasta dishes to its customers during the promotional week, to educate and to entice the customers to order these five classic Italian pasta dishes. The selected restaurant will also agree to showcase branded material and signage in the days leading up and throughout the promotional week. The ITA will provide the promotional material. Finally, the selected restaurant is required to submit a final report which must include a summary of the project objectives and execution, photos of the promotion, screenshots of their dedicated social media activities.

SERVICE DURATION

The selected Italian restaurant must guarantee the continuity of the service for the entire *Week of the Italian Cuisine in the World* (Nov. 13-19, 2023). All the services described above will be commissioned to the selected Italian restaurant with a "Service Agreement Letter" signed by the Trade Commissioner of the ITA's Chicago Office.

SUBMITTAL OF PROPOSAL

The Italian restaurant recipient of this RFP invitation must provide to our ITA Chicago office a detailed quotation to cover all the products and service rendered. The compensation paid should be ALL inclusive (no out-of-pocket budget will be allowed). Since we are a foreign government agency, we are tax-exempt. Please DO NOT insert the taxes in your quotation (we will provide proper tax-exempt documentation).

The ITA reserves the right to increase or decrease the contractual amount by 20% as needed, without any further obligation toward the selected Italian restaurant.

Please submit your proposal to chicago@ice.it no later than October 9th, 2023. The proposal must include written confirmation of abiding by the requirements listed in this email.

Please note that:

1. The total estimated amount for the required services will not exceed \$ 5.468,37 (equal to Euro 5.000 at the official exchange rate published by Bank of Italy in September 2023).
2. Please provide your payment policy. We are open to a first payment upon the signature of the contract (usually 20%) and following payments to be scheduled. Kindly specify which payment schedule and which percentages are required by your restaurant policy.
3. The ITA will submit payment to the selected Italian restaurant via ACH upon receipt of invoice.

For any questions, please contact Patrick Capriati, Marketing and Promotion Senior Manager of this office at 312-670-4360.

Thank you for your interest and we look forward to receiving your proposal.

Cordially,
Marco Verna
Trade Commissioner

