

# UDIRTÀ

## Association for the Protection of Quality Eating-places

**UDIRTÀ, the Association for the Protection of Quality Eating-places**, is a non-profit-making association founded in Milan in November, 2004, with the aim of enhancing and developing quality eating-places in Italy.

The term “quality eating-places” refers to the cafés, restaurants, inns and trattorias which work daily to produce high-quality cuisine, by seeking, using and transforming raw materials from the country’s leading producers of quality produce.

The association aims to protect the gastronomic “quality” which is as inimitable and unique as the landscape, monuments, cities and their historical stratifications and which constitutes an extremely important resource for the country and its specific identity.

A quality eating-place has always given a great image of the style, professionalism and skills of our country, a know-how which encompasses those who produce, select and transform.

UDIRTÀ aims to be the representative of the sector’s principles in Italy and Europe, establishing a dialogue with existing political and trade union organisations.

UDIRTÀ is governed by a steering committee, formed of the following members:

Aimo Moroni – Il Luogo di Aimo e Nadia (Milan), honorary president  
Vittorio Fusari – Il Volto (Iseo), vice president  
Matteo Scibilia – Osteria della Buona Condotta (Ornago), secretary  
Mauro Piscini – Miramonti L’Altro (Concesio)  
Marco Niccoli – Ristorante La Tavernetta da Elio (Milan)  
Pia Marsella – Trattoria Piero e Pia (Milan)  
Tonola Antonio – Ristorante Lanterna Verde (Villa di Chiavenna)  
Enrico Gerli – Ristorante I Castagni (Vigevano)  
Franco Radici– Ristorante La Sprelunga (Seveso)  
Sergio Mei – Four Seasons (Milan)  
Giuseppe Zola – Mama Cafè Restaurant (Milan).

On its foundation, the UDIRTÀ drew up a charter, outlining in 10 points the guidelines with which each member must identify themselves and which they must follow. These include knowledge of our culinary tradition and faithfulness to it, strict use of high-quality raw materials, compliance with current regulations and constant professional improvement.

UDIRTÀ is a dynamic and active organisation, which has participated since its inception at all the major trade fairs and events in the sector, including *Identità Golose*, *Expo dei Sapori* and *CoccoWine*. Its work is boosted continually by meetings between its members on a territorial basis. Due for publication is the periodical *QUALINEWS*, a magazine for those operating in the quality eating-places sector, and 40,000 copies will be distributed throughout Italy.