WORKSHEET 4.14

The Mark and the Menu

Subchapter 4.14 · case in the book: Tbilisi

Look at your menus, your website, your brochures and anything you sell in a jar or a box. Does any of them say something about your certification that the certificate does not say?

This worksheet turns the tools of the subchapter into a form you can fill in. The texts come from the book; the empty columns are for your own property. Adapt it before use: an unadapted checklist is exactly what the book warns against.

Practical application: what to do in your property

Step (from the book)	Done?	What we found / owner
The rules to marketing: The certification body's rules on marks and claims were sent to the marketing team and summarised in the one-page guide.		
A check before publication: Every reference to certification, in any medium, would be approved by the food safety team leader before publication.		
An audit of existing claims: Menus, website, brochures, social media, signage and packaging were reviewed and corrected within two weeks, with evidence sent to the certification body.		
Shop products: No certification reference on any product sold by the hotel;		

These steps are the book's method, not requirements of ISO 22000. Evidence can take whatever form suits the property; a separate document is needed only where an applicable requirement, or the property's own system, makes it necessary.

Verification Pact: what is believed, tested against the standard

What is commonly believed	What actually holds	Our position
"A certified hotel can call its dishes certified."	No. Management system certification does not certify products.	
"The standards organisation's logo shows certification."	No. It does not certify and its logo is not for certified organisations' use.	
"The certification body's mark can go anywhere."	No. The body's rules govern use; products and packaging are excluded.	
"Misleading marketing is a marketing problem."	No. Misuse of marks and claims can lead to suspension of the certificate.	
"If the system is certified, any wording is acceptable."	Not as stated. Claims must not mislead about what is certified or where.	

Common mistakes: a self-check

Mistake (from the book)	Present here?	Action / owner
Calling dishes or food certified		
Using the standards organisation’s logo		
Certification body’s mark on menus or packaging		
Claims beyond the scope		
Marketing never sees the rules		
No check before publication		

Operative synthesis

- **Has marketing read the body’s rules on marks? (Marketing manager): Guide; acknowledgement**
- **Is every certification claim approved before publication? (Food safety team leader): Approval record**
- **Does any product or packaging carry a certification claim? (Marketing manager): Review of products**
- **Does any claim go beyond the scope? (Food safety team leader): Review of claims**
- **Does the website link to the body’s register? (Marketing manager): Website**
- **What exactly may we say about our certificate?: One sentence, with body and scope**
- **Where does the certification body’s mark appear?: A list, all within its rules**
- **Is anything we sell labelled as certified?: No**

Action plan for our property

Action	Owner	Due	How we will know it worked

Source: Francesco Dore, The Helm and the Lens, Volume 6b «The Lens», subchapter 4.14. Edizioni Effedore, 2026. Clause references are paraphrased; this sheet does not reproduce the text of ISO 22000, ISO 19011, ISO 22003-1 or ISO/IEC 17021-1. It is not legal advice: food law is that of the place where the property operates.