



VeG WINE

Certification of Vegan Wines

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VEGAN WINE CERTIFICATION VeG WINE

VeG WINE is a quality brand developed by CONFICERT, an international not-for-profit association pioneering the development of B2C (Business to Consumers) brands.

The brand is aimed at **operators engaged in the production of bottled wine, suitable for vegan consumers**, and evaluates production practices that comply with strict veganism standards on their farms.

ADVANTAGES OF BEING CERTIFIED against VeG WINE

ACCES TO NEW MARKTES

Wineries have an argument to access a specific market segment composed of organic consumers seeking products that fit their dietary preferences.

STRATEGIC POSITIONING

It helps strategically position wineries in the organic wine market, which can generate opportunities for collaboration and partnership with other companies that share similar values.

TRANSPARENCY AND CREDIBILITY

VeG Wine offers transparency and credibility to consumers, something that most organic brands currently lack.

REGULATORY COMPLIANCE

Obtaining VeG Wine certification can help avoid potential legal issues and ensure compliance with relevant regulations.

RESPONSE TO MARKET DEMAND

Given the increasing demand for organic products and the growing concern for transparency in the food industry, VeG Wine certification can help meet these market needs and capitalize on growth opportunities.

SUPPORT FOR THE ORGANIC COMMUNITY

By opting for VeG Wine certification, wineries demonstrate their commitment to the organic community by providing products that meet their standards and values. This can generate loyalty and support from this consumer group.

IMPROVEMENT OF BRAND REPUTATION

It demonstrates a commitment to meeting the needs of a specific segment of consumers. This builds trust among customers and strengthens brand loyalty.

STRUCTURE OF THE VeG WINE SCHEME

CHAPTER N°	TITLE
1	PRE-REQUISITES AND MANAGEMENT COMMITMENT
2	RAW MATERIALS AND PROCESS CONTROL
3	LABELING, PACKAGING, AND PACKAGING
4	STORAGE AND TRANSPORT OF FINISHED PRODUCT
5	PEST CONTROL
6	SELF- CONTROL SYSTEM
7	USE OF BRANDS

ENHANCED ORGANIC CONSUMER CONFIDENCE

VeG Wine certification is carried out by independent certification entities separate from the brand owner, providing an additional guarantee that VeG Wine products meet organic standards.

PROTECTION AGAINST GREENWASHING

VeG Wine combats the practice of labeling products as organic without actually meeting vegan standards. This can prevent confusion among consumers and ensure that certified products are truly organic.

Scope of the VeG WINE Scheme

01 WINE PRODUCTION AND PACKAGING

Compliance with all requirements established in the VeG Wine brand checklist must be demonstrated.

