



VeG WINE v2

Certification of Vegan Wines

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VEGAN WINE CERTIFICATION VeG WINE v2

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 gain a compelling argument for entering a specific market segment made up of vegan consumers seeking products that align with their dietary preferences.

STRATEGIC POSITIONING

VeG Wine helps strategically position wineries in the vegan wine market, potentially creating opportunities for collaboration and partnerships with other businesses that share similar values.

TRANSPARENCY AND CREDIBILITY

VeG Wine offers transparency and credibility to consumers, something many current vegan brands are lacking.

REGULATORY COMPLIANCE

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

RESPONDING TO MARKET DEMAND

Given the rise in demand for vegan products and the growing concern for transparency in the food industry, the VeG Wine certification can help address these market needs and seize growth opportunities.

SUPPORTING THE VEGAN COMMUNITY

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

ENHANCING BRAND REPUTATION

The certification showcases the winery's commitment to meeting the needs of a specific consumer segment. This builds trust among customers and strengthens brand loyalty.

STRUCTURE OF THE VeG WINE SCHEME v2

N.º CHAPTER	TITLE
1	PRE-REQUISITES
2	CONTROL OF RAW MATERIALS AND THE PROCESS
3	SELF-CONTROL
4	USE OF TRADEMARKS

STRENGTHENED CONSUMER CONFIDENCE

VeG Wine certification is carried out by independent certification bodies, which provides an additional guarantee that VeG Wine products comply with vegan standards.

PROTECTION AGAINST GREENWASHING

VeG Wine combats the practice of labelling products as vegan without truly meeting vegan standards. This helps to avoid confusion among consumers and ensures that certified products are genuinely vegan.

Scope of the VeG WINE Scheme

01 WINE PRODUCTION AND PACKAGING

Compliance with all the requirements set out in the VeG WINE checklist must be demonstrated.

