



VeG Wine V2.1

Vegan Wine Certification

 www.conficert.org

 info@conficert.org

 [Conficert-org](https://www.linkedin.com/company/conficert-org)

 [Conficertorg](https://www.instagram.com/conficertorg)

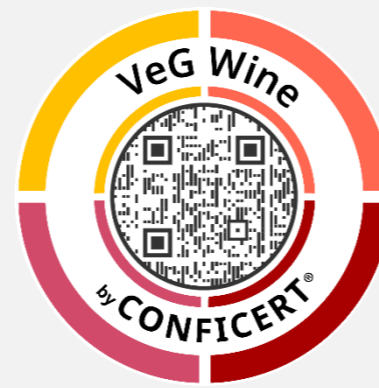


Vegan Wine Certification– VeG WINE

VeG Wine is a global quality brand developed by CONFICERT, an international not-for-profit association pioneering the creation of B2C (Business to Consumer) brands that promote full transparency for consumers.

With the **VeG Wine** certification, Organizations demonstrate their commitment to complying with legal and regulatory requirements related to all stages of the production, processing, and bottling of wines for vegan consumers.

The **VeG Wine** Brand is aligned with the principles of veganism, providing transparency and reliability regarding its composition and production process. It aims to ensure that wineries producing or bottling vegan wine fully comply with the vegan commitment, thereby facilitating purchasing decisions for potential consumers.



BRAND CERTIFICATION SCOPE

Any process or activity related to the production and bottling of vegan wine at all stages of production.

OBJETIVE

To ensure wines aligned with vegan principles through verifiable standards and transparency, building trust within the vegan community.

VeG WINE Brand Structure

- 1 MODULE** **Prerequisites:** Review of the organization’s regulatory compliance and vegan commitment, as well as policies, assigned responsibilities, staff training, supplier control procedures, pest management, environmental conservation, and communication.
- 2 MODULE** **Raw material and process control:** Assessment of the HACCP system, clarification process, use of additives, GMOs, packaging and labeling processes, traceability system, mass balance, segregation system, and cleaning and maintenance procedures.
- 3 MODULE** **Self Control:** Management of complaints and claims, product withdrawal and recall procedures, management of incidents and non-conformities, and internal audits.
- 4 MODULE** **Use of the Trademark:** (and labeling) complies with the provisions of the CONFICERT Trademark and Logo Use Manual and with the applicable legal requirements.
- 5 MODULE** **Subcontractors:** Review of the subcontractor control plan when any vegan wine related process is outsourced, noting that different requirements apply to certified and non-certified subcontractors.
- 6 MODULE** **Specific requirements for individual Multisite Operatos and Operators Groups** (if applicable)

Benefits of the Certification VeG WINE

REGULATORY COMPLIANCE

It enables organizations to demonstrate compliance with applicable legislation and reduces legal risks in dealings with regulatory authorities.

CONSUMER TRUST

The certification provides consumers with a clear assurance of the winery’s commitment to the principles of veganism.

MARKET DEMAND RESPONSE

Enables organizations to respond to the growing demand for vegan products and meet these market needs.

PROTECTION AGAINST GREENWASHING

It ensures the authenticity of veganism claims and prevents misleading practices or consumer confusion.

ACCESS TO NEW MARKETS

Facilitates access to a specific market segment while aligning with the ethical principles of vegan consumers.

TRANSPARENCY AND CREDIBILITY

Promotes production models aligned with the principles of veganism, based on verifiable criteria, ensuring transparency and credibility in their implementation within the winery.

SUPPORT FOR THE VEGAN COMMUNITY

Strengthens consumer loyalty by demonstrating that products comply with the standards and values of the vegan community.

STRATEGIC POSITIONING

Helps position the winery in the vegan wine market, potentially creating collaboration opportunities with companies committed to vegan principles.

CORPORATE IMAGE REPUTATION ENHANCEMENT

Enhances the organization’s image by demonstrating its commitment to meeting the needs of a specific consumer segment.