



V-LABEL OVERVIEW

A RELIABLE & TRUSTED GUIDE FOR CUSTOMERS

VEGAN

VEGETARIAN

INTERNATIONAL

V-Label



V-Label is an internationally recognised, registered seal for labelling vegan and vegetarian products and services.



Established in Switzerland in **1996** as the European Vegetarian Union



Now in over **50** countries, incl SA as of 2021



Featured on over **40,000** products worldwide



Over **3,500** licenses issued, with **3** companies in SA



Only int'l distributed and recognized label that offers local customer service

Partners



Country Partner & Administrator

Testing & Inspection Partner

SA & Global



The leading international plant-based food awareness organisation



The world's leading testing, inspection and certification company

Products



Cosmetics

Cosmetic and body care products, as well as detergents and cleaning products



Food

Food, including non-alcoholic and alcoholic beverages



Other non-Food

Clothing, printing materials, lubricants and daily-use articles

Criteria



Ingredients

Products have to be vegan or vegetarian on all stages of production, this includes non-declared processing aids



Manufacturing Process

Obligation to ensure quality assurance and avoid cross-contamination



No GMO

End products must not contain any genetically modified organisms that must be declared.



No Animal Testing

No animal testing on the product or ingredients if they are carried out specifically for the end product.

Process



1. Query

In an initial inquiry, the customer provides various information about the company



2. Offer

On the basis of this information we create a first offer



3. Contract

After confirmation of the offer, the license agreement will be concluded



4. Document Check

The vegan or vegetarian status will be determined based on documents provided about the product and its ingredients



5. License

After approval of the planned packaging the V-Label can be used



6. Inspection

Production site inspections and demand-based laboratory analyses will be carried out after the licence was issued

Essentials



V-Label is a product certification that follows standardized criteria to ensure companies promote transparency and clarity to consumers buying vegan and vegetarian products. All food and beverage products that wish to bear the **V-Label** mark, need to comply with all **V-Label** scheme requirements, including:

- The unintended presence of non-vegan or non-vegetarian substances should be maintained below **0.1% (1g/kg)** in the final product.
- For that reason, all stages of production, processing and distribution should be designed in a way to prevent the unintended presence of non-vegan or non-vegetarian substances.

Essentials



Vegan Criteria: Products are considered vegan if they are not of animal origin and at no stage of production and processing, has been made of or has the product been supplemented with - ingredients or components (including additives, carriers, aromas, fragrances, flavourings, and enzymes) or - processing aids or - substances which are not additives but are used in the same way and with the same purpose as processing aids in either processed or unprocessed form that are of animal origin.

- No meat or any other slaughter products (e.g. offal)
- No fish or any other marine animals
- No eggs
- No honey
- No milk
- No wax of animals such as wool fat/lanoline, beeswax or shellac
- No fur, no leather, no silk
- No royal jelly
- No colouring agents of animal origin
- No substances which were bleached with animal charcoal
- No substances which were clarified with animal substances such as gelatine or fish bladder
- No substances manufactured, obtained or produced from the above-mentioned substances

Essentials



The V-Label certification process involves a raw material and process risk assessment conducted by **V-Label**, and an onsite audit conducted by trained and qualified **SGS** auditors.

The results of the initial audit and the risk assessment define the frequency of required onsite audits.

The annual **V-Label** license fees are based on the annual turnover and numbers of vegan and vegetarian products certified as part of the licensing agreement.

Organizations are able to add more products to their license at any time of the year, following the required steps.

Essentials



Site auditing agreement:

- Issued by the local **SGS** office
- This includes the audit and any relevant travel fees
- Use **SGS** client questionnaire to obtain the typical information on the facility to be audited, e.g., type of facility (dedicated or not), number, size of facility, type and combination of processes being performed in the facility, etc.

The audit:

- Who: Production sites
- When: Usually announced, frequently based on format risk analysis
- What: Products covered on the **V-Label** certificate, currently covers food and beverage certification

Customer call for labels



Globally, consumers are increasingly looking for healthy, ethical, and cost-effective products with low environmental impact driving the demand for vegan and vegetarian alternatives.



But as manufacturers reflect the trend that more sustainable branding, packaging and food content sells, it is that much harder to identify products that are actually vegan (or vegetarian).



A recent **V-Label** survey and report shows that in the sea of options, consumers are increasingly relying on independent labelling to help them identify vegan and vegetarian options quickly, confidently and transparently.

Customer



Launched by V-Label

Promoted through social media and partners' channels



More than 23,000 shoppers

72% consider themselves vegan or vegetarian



Across 40 countries

Mainly from Europe and South America



Certified products sell more



91% of consumers prefer products with a certificate such as the V-Label

half of which definitely opt for such products



= 91%



95.4% claim they've seen the V-Label

and 94.5% have bought items with the V-Label

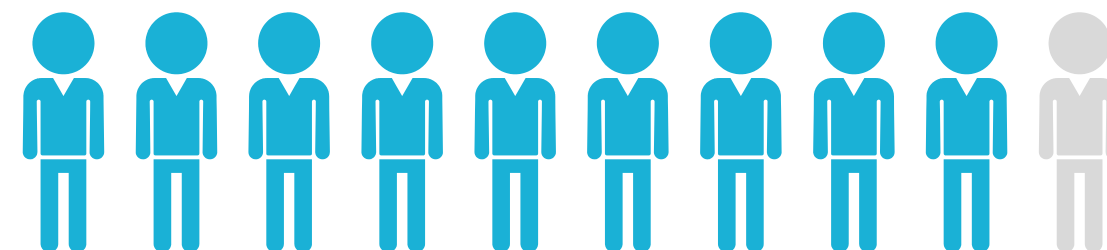


= 95.4%



89% of consumers consider V-Label as useful when shopping

64% of which rate it to be very useful.



= 89%

Trust makes the sale



92% would buy the product once they noticed it carries the V-Label

when in doubt about whether the product is vegan/veg



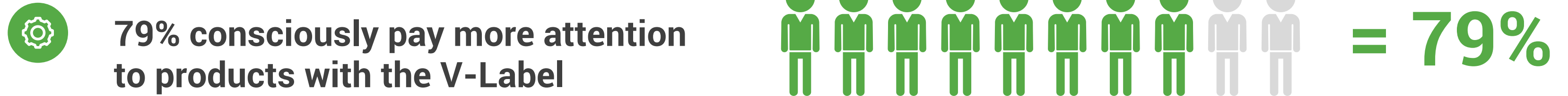
95% consider themselves better informed thanks to the V-Label



87.8% say products with the V-Label symbol make shopping easier



Increased visibility



Customers associate with the V-Label



96% Better orientation when buying



95% Easier product selection



95% Higher credibility



56% Higher premium of quality



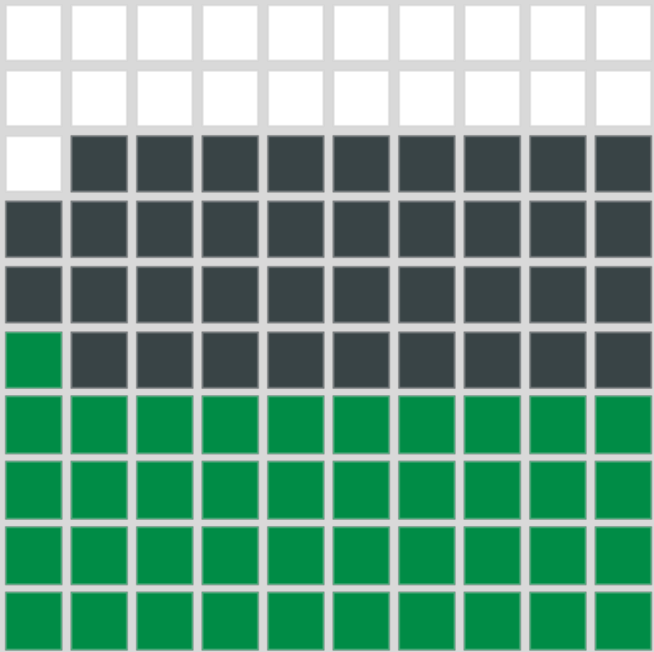
50% Healthier product

Increased visibility, credibility and convenience



79%

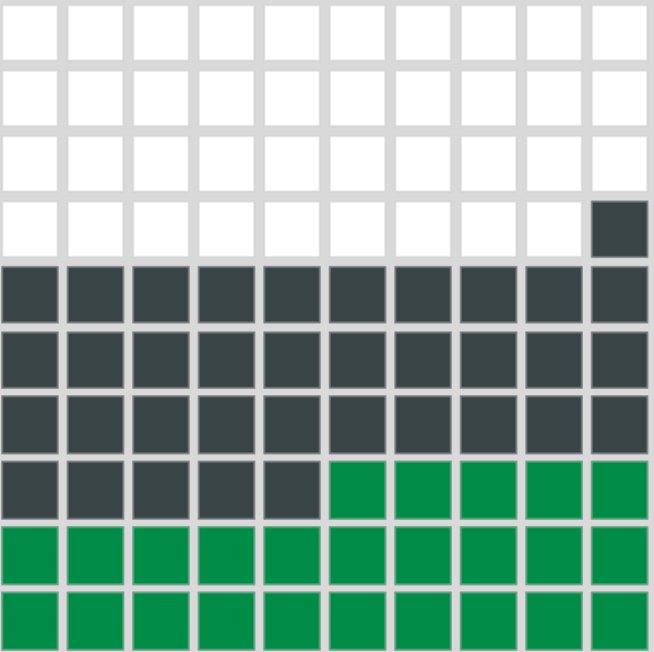
79% of consumers globally agree that they consciously pay more attention to products with the V-Label symbol.



Always 41.12%, often 38.03%

61%

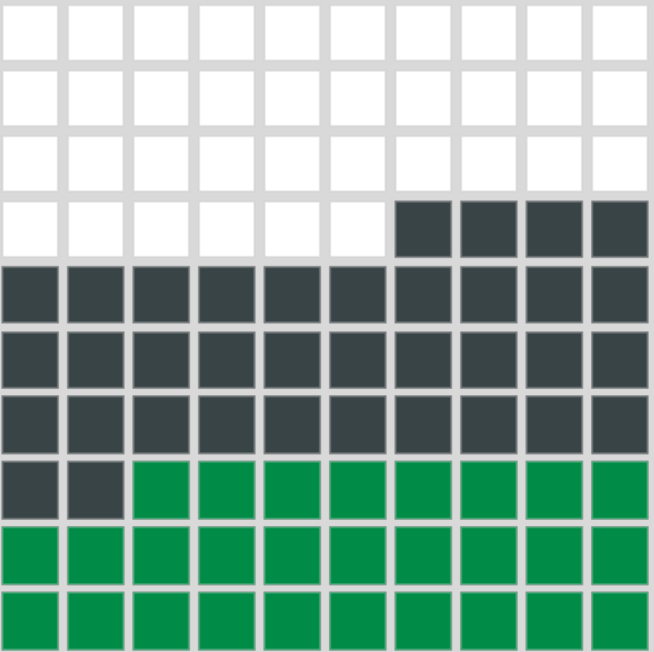
61% claim they are looking for products with the V-Label symbol when shopping.



Always 25.8%, often 35.7%

64%

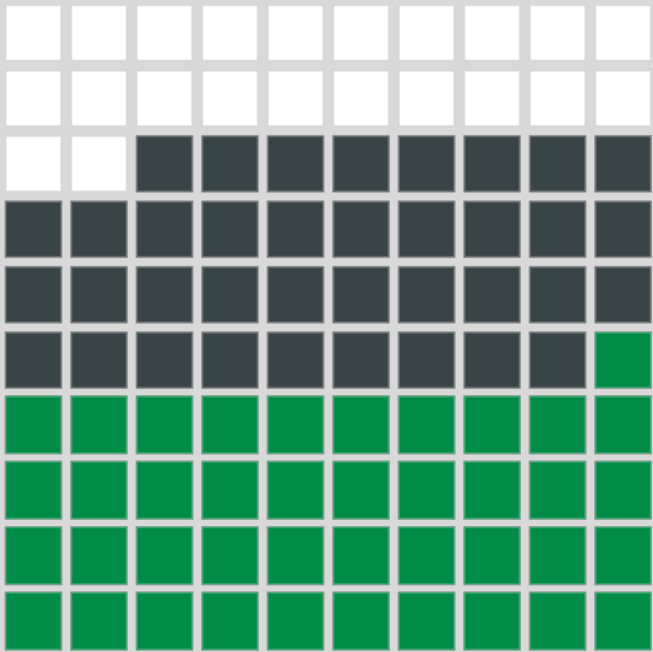
64% prefer to buy products with the V-Label symbol than similar products without it.



Always 28.9%, often 35.4%

78%

78% worldwide generally trust products with the V-Label symbol more than products without it.



Always 41.4%, often 37%

Clients



Veggie Kings

Plant-based WHOPPER®

100% Plant-based
0% Beef

Vegan Royale **Vegan Nuggets**

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Veggie Kings

Veggie Kings

100% Plant-based
0% Beef

*Plant-based WHOPPER® prepared on the same grill as meat. For nutritional information, visit www.burgerking.co.za. TM & © 2021 Burger King Corporation. All Rights Reserved. Used Under License.

Veggie Kings

1

TWEENS 47 ⁹⁰			
TOTS 37 ⁹⁰			

2

3

4

Veggie Kings

100% Plant-based
0% Beef

	Plant-based WHOPPER®
	Sandwich 42 ⁹⁰ Medium meal 62 ⁹⁰
	Vegan Royale
	Sandwich 39 ⁹⁰ Medium meal 59 ⁹⁰
	Vegan Nuggets
	4pc 29 ⁰⁰ 7pc 39 ⁰⁰
	12pc 49 ⁰⁰ 20pc 69 ⁰⁰

Plant-based WHOPPER® prepared on the same grill as meat. Visit burgerking.co.za for more.





Thank you!

Any questions?