

V LABEL

Also known as **V Label**, the **leaf** was created in Italy as A.V.I.'s institutional symbol. Used in three European congresses organised by the Italian Vegetarian Association, it soon became an **international mark** and today it is the most renowned vegetarian and vegan mark worldwide.








V Label Italia s.r.l.

Approved by
ASSOCIAZIONE
VEGETARIANA
ITALIANA



WHY IS V LABEL THE RIGHT CHOICE FOR FOOD PRODUCERS?

-  **GLOBAL STATUS** V Label is the world's most renowned international "veg" mark. Registered and available in five continents, it helps companies that choose it to make inroads into new markets
-  **UNIFORMITY** Distributed applying the same criteria in all countries where it is available. The V Label mark is the fruit of collaboration between various Vegetarian and Vegan Associations that established the criteria applied thereto and certify approval thereof
-  **SAFETY** V Label means reliability and safety due to the painstaking verifications carried out by "veg" Associations specialised in their sector
-  **TRANSPARENCY** As a mark, V Label applies clear and public criteria. Available in the VEGETARIAN, VEGAN and RAW VEGAN they are a safe bet for the end consumer
-  **WARRANTY** The V Label is obtained only with document type checking and when necessary audits or inspections are carried out at the production site. The V Label does not consider just the finished product, controls involve all the ingredients considering also cross contamination

For further information please contact V Label Italia s.r.l.

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