



New Vegan Certification

We share the news that we have received the certification by LIAF CONTROL, the first certifier of VEGAN PRODUCTS in Argentina. 24 wines have undergone a verification process, where we received a seal that ensures that our winemaking inputs and practices, are of non-animal and non-animal-derived origin. Therefore, this achievement represents our commitment to guaranteeing greater transparency and quality in our production processes, as well as the management of practices that are more eco-friendly.

Verifying a Vegan status

Our decision to certify is in line with our values regarding the practices used at the various stages of production and processing. In this particular case, the aim is to provide a guarantee that our wines do not contain any inputs of animal origin.

A Vegan certification verifies that a product meets specific criteria for being free from animal-derived ingredients and has not been tested on animals.

This helps Vegans, animal allergies-sufferers, and others who follow a plant-based diet to easily identify Vegan-friendly options.

Furthermore, this decision is in line with the international trend of pursuing more environmentally friendly food production and animal safety values.

"The global shift towards plant-based diets has sparked a revolution in the food industry, with major food manufacturers and retailers embracing the change. In Europe, plant-based food retail sales have surged in recent years as new products and innovations have come to market, enabling more consumers to purchase next-generation plant-based food".

From: GFleurope.org | About GFI Europe - The Good Food Institute Europe is an international NGO helping to build a more sustainable, secure and just food system.



- VEG ARGENTINA is the first Certification Seal for Vegan products in the country. The VEG ARGENTINA seal represents the Mark of Conformity developed by LIAF Control, an Argentine organization that provides inspection and certification services to companies in the agro-industrial sector.
- The certificates issued by LIAF Control allow companies under certification to sell their products in a diversified way in the domestic market and to export them to different countries around the world.

MARK OF CONFORMITY OF VEGAN PRODUCTS OF LIAF CONTROL

It is the Mark created by LIAF CONTROL and owned by it, which indicates that the manufacturing / manufacturing process subject to conformity assessment, is in accordance with the requirements of the LIAF CONTROL certification scheme for vegan products.



THIS VEGAN CERTIFICATION INCLUDES: Documentary evaluation of declared inputs + Annual inspection for the winemaking facility, Altocedro Winery, located in La Consulta, San Carlos, Mendoza. PRODUCTS achieved in the certification: 24 wines of the Altocedro, Alandes and Qaramy brands.

* ALTOCEDRO: Año Cero Rose - Año Cero Pinot Noir - Año Cero Tempranillo - Año Cero Malbec - Año Cero Cabernet S. -La Consulta Select - Altocedro Rva Malbec Altocedro Rva Cabernet S. - Altocedro Finca Los Galos - Finca Los Tanos -Finca Los Turcos - Finca Los Gallegos - Altocedro Gran Rva Malbec

* ALANDES: Concrete Tank - Alandes Malbec Uco Valley -Paradoux Blend Blanco -Paradoux Blend Tinto - Gran Cabernet Franc

* QARAMY: Latido - Qaramy Malbec - Qaramy Cabernet S. - Qaramy Finca - Qaramy Alto - Qaramy 600

WHAT IS A VEGAN PRODUCT?

The product that in its composition and in its manufacturing process has not involved raw materials, additives, adjuvants, substances (flavorings and flavorings) of animal origin (*) or derived from animals and has not been tested on animals by the manufacturer or by third parties. Aligned to the definition established in May 2016 by the German Ministerial Conference on Consumer Protection.

* Note: We understand the word "animal" as referring to all components of the Animal Kingdom, vertebrates and multicellular invertebrates.



WHY CERTIFY VEGAN PRODUCTS?

As we all know, vegan consumers have many difficulties when selecting a product suitable for consumption, because they are not labeled.

What does a vegan consumer do when buying a product? They read the list of ingredients to identify the additives that are of animal or animal-derived origin. But there is a problem, which are the technological adjuvants, these do not appear in the List of Ingredients, therefore, and unless the product is certified, the consumer will never have the certainty of being in front of a product suitable for vegans.

Product certification has the great advantage of the application of a Third Party Mark of Conformity. The fact of observing a Mark of Conformity on the label of a food provides confidence to the consumer, the Third Party Mark of Conformity guarantees that the vegan product, in its elaboration process, has been verified.



ASSESSMENT OF THE CERTIFICATION PROCESS. M. JULIA CATELÉN, SPECIALIST IN QUALITY AND SUSTAINABILITY MANAGEMENT.

Since we started on the path of Quality Assurance for the customer, mainly in the quest to endorse and certify Karim Mussi Wines' winemaking practices, we have started to develop a comprehensive Management System. This was a strategic decision to improve KMW's overall performance and provide a solid basis for its sustainable development initiatives. In this way, we have seen improvements in our control and order of work processes.

In the case of the Vegan Certification, we have carried out a review of our inputs - raw materials, additives and adjuvants - to ensure that they are of non-animal and non-animal-derived origin. In this way, we once again meet our consumers, with their demands and concerns, and assure them that we share the same values, that we are transparent and that we care about the environment.

