



*Vegan. Vegetarian. International.*

## What is vegan and vegetarian?

While the complexity of modern food industry rises and consumers become more and more cautious on their dietary choices, the plant-based lifestyle emerges as one of the fastest growing trends in food consumption.

Vegan (only “plant-based”) and Vegetarian (vegan plus dairy, eggs, and honey) dietary choices are rapidly rising, and the total value of consumption has already grown to more than 100 bn euros, with almost a 5% of food products nowadays being labeled as such.

Plant based meat, dairy, fish, and eggs products are increasingly substituting their conventional counterparts in all countries as flexitarians account for as much as 90% of this consumption. Flexitarians are those who eat a mostly vegetarian diet but occasionally eat meat and are estimated to be a 25-50% of the population depending on country.

## The benefits of the V-Label at a glance



### Confidence

Credibility through reliable inspection



### Clarity

Standardised criteria for vegan and vegetarian products



### Guidance

Easy decisions at a glance



**VEGAN**



The plant - based trend is here to stay - the question is whether you are ready to exploit this opportunity.

**If yes, join us, join V-label**

## Why V-Label GmbH?

The V-Label is an internationally recognized, registered symbol for labelling vegan and vegetarian products and services and is used by an increasing number of institutions around the world.

As early as the 1970s, today's V with the leaf in the top right-hand corner began to be used as a symbol for the vegetarian lifestyle. It became internationally known mainly through its presentation at the first European Vegetarian Congress in 1985. In the same year, the European Vegetarian Union (EVU) was founded and has since made the V an integral part of its logo. And in 1997 the first product line of meat alternatives bearing the V-Label came onto the Swiss market, authorized by Swissveg. Since 2008 the trademark rights have been managed by V-Label GmbH in Switzerland but most of the certification work takes place locally by the local partners in the individual countries, currently available in 35 countries.

Greekexports is V-Label's newest partner that joined in 2020 the effort to grow the plant-based movement in the food and cosmetics industries in Greece, Cyprus, North Macedonia, Kosovo and since 2022 also Egypt.



**More than 50,000 products worldwide** | **4,500 production facilities**

A grid of various brand logos, including DEAS, elka, DODONI, laouta, alfa, FANTHE, citrus, Aspis, NAVITAS, THESELUS, Dim's, ESSE DUE SA, Life Roots, Condito, GRISTREN, CAVALLAS, VITALA, Kremel SA, Natura, EURIMAC, Chipita, OHONOS SNACK, KOLIÓS, potpan, LA FARM, Athagurra Zradits, DOMAINE COSTA LAZARIDI, KRIVEK, ioniki, EPSA, GREEK CANNING COMPANY, KYKNOS, ARI, oscar, ESSE DUE SA, ALPHA A ESTATE, puratos, Paliria, purebamboo, Papadim's, PAPAPOPOULOS, BLÄUEL, ARI, THREE, CENTS, YIFANTIS, GAIA WINES, and KRAFT PAINTS.

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# V-Label GmbH

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Local Partners in 30+ countries

For Greece, Cyprus, North Macedonia, Kosovo & Egypt

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