



DLG Award-Winning

Added Value Across All Channels

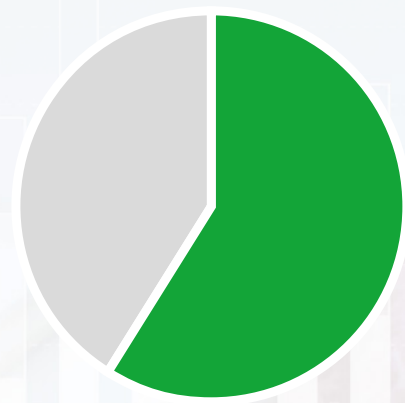


Convincing Facts

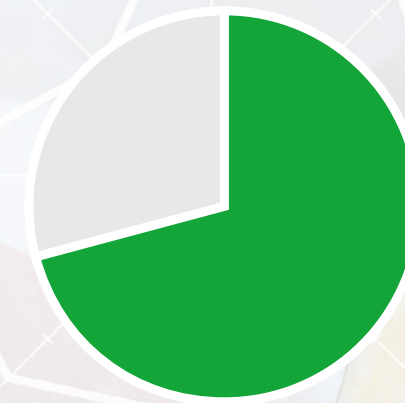
Strong display on the shelf – Perceived added value – Eye-catching feature



70 %
of consumers
are familiar with
the distinction
“DLG award-winning”.
It’s linked to a
positive image.



59 %
look for an
expert seal
of approval
for taste.



71 %
look for an
expert seal
of approval
for high quality.



Greater willingness
to buy and pay a
premium if “DLG
award-winning”.



Strong Communication Design



✓ **Medal symbolism:
Gold, Silver, Bronze**

✓ **International symbol
of quality**

✓ **Recognition value**

✓ **Timeless design – easy
integration in packaging
and promotional materials**

✓ **Can be combined with other
labels and awards as required**

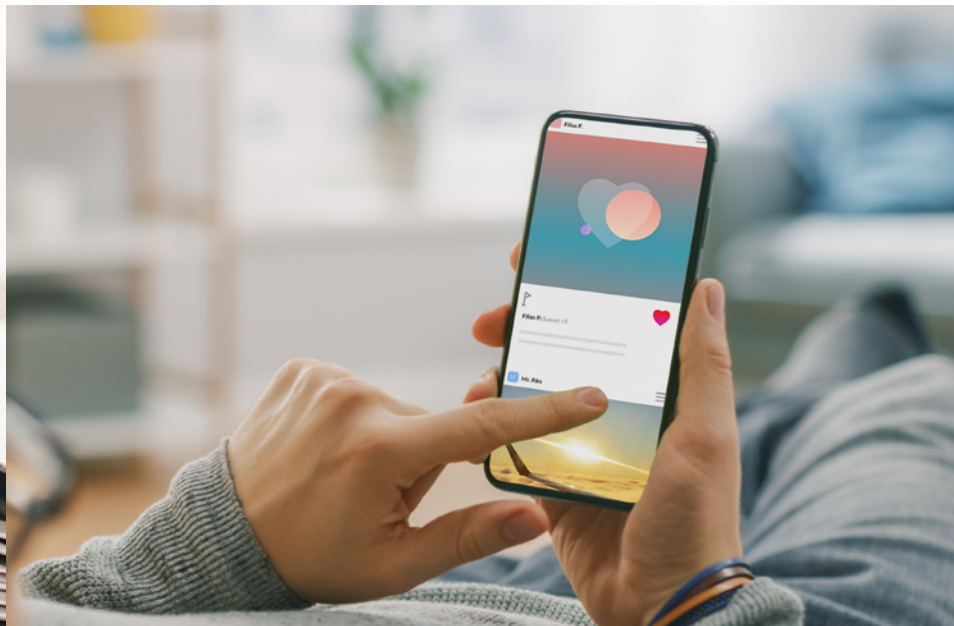


1 Medal – 10 ways to get the message across



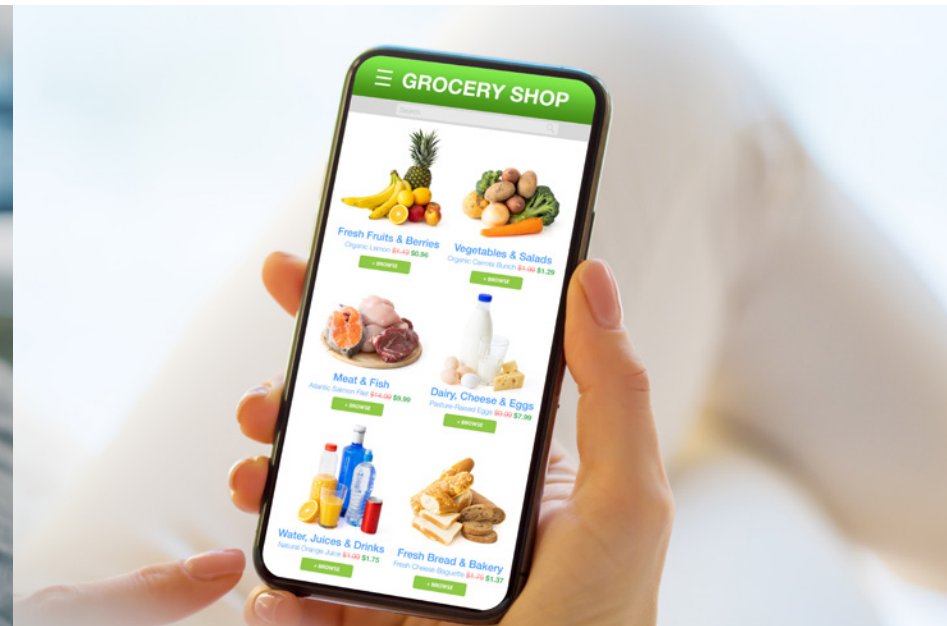
Press

Image in consumer and trade press



Social Media

Story telling on all channels (YouTube, Instagram, Facebook, LinkedIn)



Internet

Homepage, product info, campaigns



In Shopping Apps

Quality in a nutshell



In Sales Materials

Persuasive argument for quality



On the Shelf

Strong display in category management



At the Counter

Quality label also for counter goods



Special Placements

Story telling at POS



In Direct Marketing

Regionality, individuality, enjoyment



In Export

Tested quality in Germany



Quality Push for All Products



- Assortment classics
- Top seller
- Spotlight products
- Regional specialities

- Craftsmanship
- New stars
- Innovations
- Export products



Guide for food experts

Current quality guides

Awarded the Bundesehrenpreis (German National Award of Honour) of the BMEL (German Federal Ministry of Food and Agriculture) for the best test results in the DLG quality tests of a year



Long-standing quality all-rounders

Award for long-term product quality



Experts for regional and handcrafted products

With certificate and medal directly at the POS



Assortment specialists

Special awards across several quality tests



Overview of Award

DLG awards in gold, silver and bronze

Annual award for food and beverages



International annual award

For products that receive a medal annually



DLG classics

For products that have successfully participated in the DLG tests for at least 5 consecutive years.



DLG claims

For special features or product promises



Without the addition of
✓ flavour enhancers
✓ conservation agents
✓ artificial aromas
DLG Control-nr. 0000



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