



# **DLG Test Center Food Products & Services**







# Food Quality – Tested Annually

**DLG – Sustainable promotion of the agriculture and food sector**

- Comprehensive food and testing expertise along the entire value chain
- Promoting quality in food and beverages for 140 years
- Annual quality tests – independent and objective
- Certification and added-value programmes for more sustainability and animal welfare





# Distinguished by Experts

## Experience, expertise and credibility

- 22,000 German and international food and beverage products tested every year
- Tested by scientific, food monitoring and food sector experts
- Tests based on current scientific standards, criteria and methods





# Consumer focussed Taste and Quality



## ... as perceived by consumers

- For 92%, “taste” is the main criterion when buying food
- For 79%, certified high quality is the decisive factor

## ... as measured by DLG tests

- Comprehensive food sensory product tests
- Supplementary laboratory analyses
- Packaging and labelling tests
- Product-related preparation tests

Source: B2con, Prof. Buxel, 2022







# Eye-Catching with Added Value

## Strong Display on the Shelf: Premium Product

- 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”

Source: B2con, Prof. Buxel, 2022





# Your Customer Promise

## Presence and Flexibility for Marketing and Sales

- **DLG award-winning:** Current expert opinion
- **Tested annually:** Tested every year by experts
- **DLG Classics:** Quality classics award-winning for at least 5 years







# Your Quality Profile

## Award-Winning as a Company for Taste and Quality

- Award for long-standing product quality:  
Product portfolio tested regularly by experts
- German National Award of Honour (Bundesehrenpreis):  
Highest honour for companies in the food industry –  
awarded by the Federal Ministry





# Tests at the optimal Time

## Annual Quality Tests in Each Product Category

- Beverages: Wine, sparkling wine, beer, spirits, fruit beverages, water, tea, coffee
- Fresh meat, sausage and ham
- Bread, baked goods, baking ingredients, cereals, confectionery
- Delicatessen, vinegar, oils, fats
- Milk products
- Ice cream
- Fruit and vegetables
- Ready-made dishes, frozen products, fresh products
- Fish and seafood
- Plant-based food and beverages

Individual tests possible on arrangement



# Simple Registration – Fast Service

Simple, Digital, Flexible – with the  
DLG Extranet

- Fast registration of your products thanks to individual product catalogue
- Registered products can be submitted for follow-up testing with one click
- Retrieving of documents relevant to the test
- Test results and certificates available for download at any time





# DLG Programmes with Added Value

## Sustainability and Animal Welfare

DLG quality programmes promote a sustainable and future-oriented agriculture and food sector and its social acceptance

- **DLG Dairy Cattle Farming Programme:** Promotion of animal-friendly husbandry for dairy cows
- **DLG Sustainable Agriculture Programme:** Promotion of sustainable food production





# Contact

## Your Contacts



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