

International DLG Quality Tests 2024

- Fresh meat in self-service packaging, delicatessen salads, frozen foods, ready dishes, vinegar -

DLG award winning – convincing added value!



The DLG quality seal is one of the awards with the highest recognition among consumers, combined with a positive image across all product groups.* Awarded by experts, it stands for objective product testing according to accredited test methodology.

Professionally sound

- Tested by experts from science, food monitoring and the food sector
- Extensive laboratory tests
- Packaging and labelling tests

Your advantages for quality assurance/product development and communication

- Test results with independent expert judgement
- **“Certified quality” – highly relevant for 62% of consumers***
- Ingrained medal symbolism: gold, silver, bronze with current test year
- Attractive special awards, e.g. „Annual award“; marketing and communication services

*“B2con“ market research study, Prof. Buxel, 11/2022

Convincing Facts

Stands out on the shelf - Premium on the product - Eye-catching at the point of sale



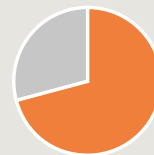
70%

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



59%

pay attention to an expert seal for taste.



71%

pay attention to an expert seal for high quality.



Increased willingness to purchase and pay thanks to “DLG award-winning”.



Registration deadline awards 2024:

7 August 2023



Registration fee per product:

- Ready dishes, frozen foods, combination bakery products, pasta products € 360,00
- Fresh meat in self-service packaging € 360,00
- Delicatessen salads in packaging, pickled preserves, vinegar € 340,00

- Loose products for the service counter (e.g. delicatessen salads) € 320,00
- Fresh-cut products € 460,00
- Mixed packaging at least 3 different varieties € 900,00



Registration for test and additional information:

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