



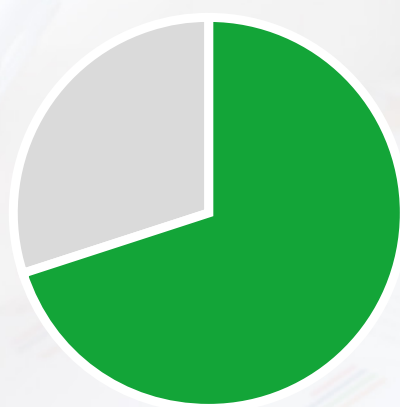
DLG Certified Quality

Added Value Across All Channels



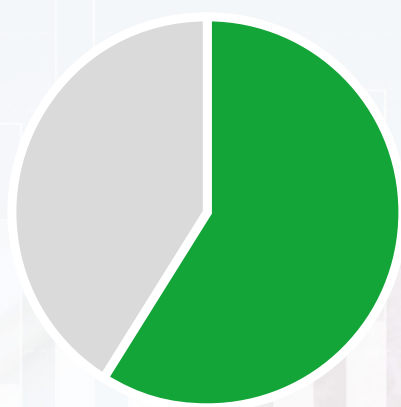
Convincing Facts

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



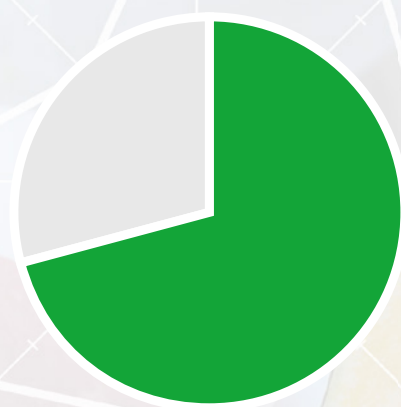
70 %

of consumers are familiar with the distinction “DLG certified quality”. It’s linked to a positive image.



59 %

look for an expert seal of approval for taste.



71 %

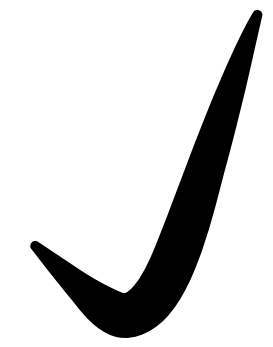
look for an expert seal of approval for high quality.



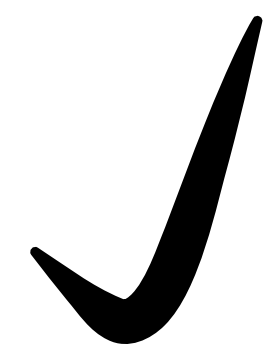
Greater willingness to buy and pay a premium if “DLG certified quality”.



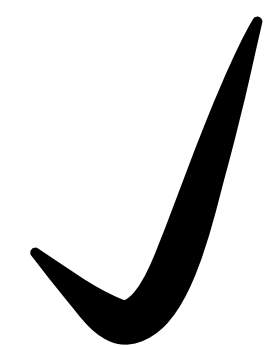
Strong Communication Design



**NEW: Unified quality label
“DLG certified quality”**



**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**

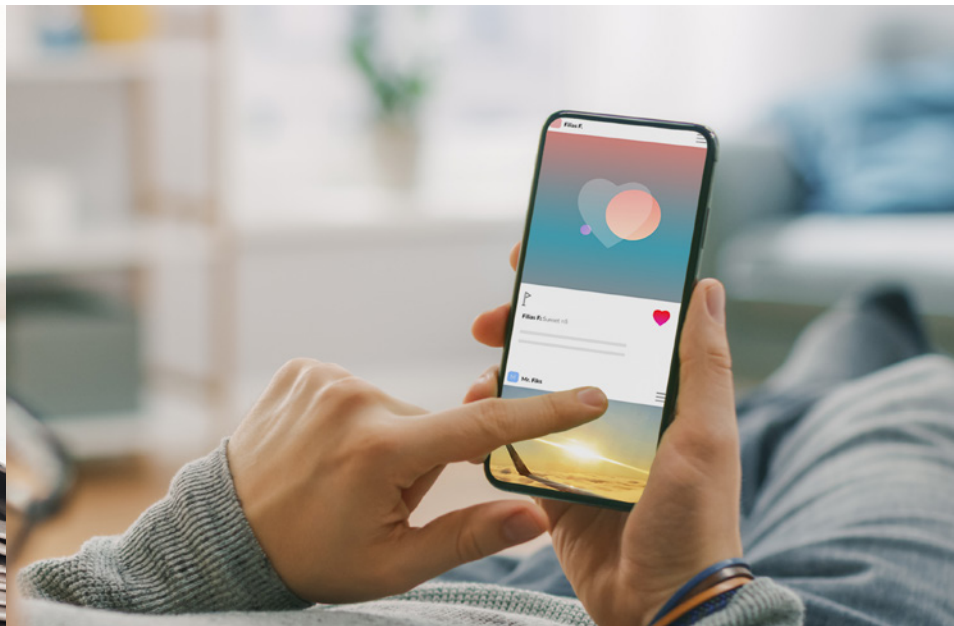


1 Medal – 10 ways to get the message across



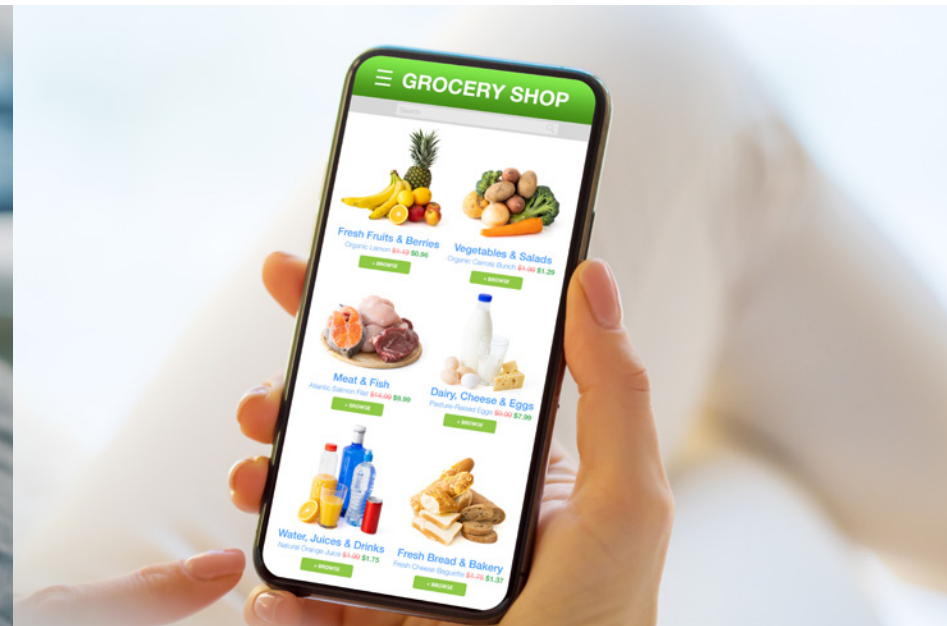
Press

Image in consumer
and trade press



Social Media

Story telling on all channells
(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 BMLEH (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 certified quality in gold

Annual award for food and beverages.

DLG annually certified

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-No. 0000



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