

DLG award winning – convincing added value!



Registration deadline: 07.08.2026

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 proven test methodology.

Revised award system

From 2026, the DLG seal will be a single-level quality mark called “DLG certified quality”. It will replace the previous medal system (gold, silver, bronze).

Professionally sound

- Tested by experts with sensory training from the fields of science, food monitoring and the food sector
- Objective sensory evaluation through blind tasting in assessor groups
- Product-specific laboratory tests
- Packaging and labelling tests

Your advantages for quality assurance/ product development and communication

- Test results with independent expert judgement
- Attractive special awards, e.g. „Award for constant product quality“; marketing and communication services

*“B2con“ market research study, Prof. Buxel, 4/2026

Important to know: EmpCo Directive from 2026

The new EmpCo Directive 2024/2025 will come into force in 2026. Good to know: The DLG seal “certified quality” does not make any statements about environmental aspects, but is a seal of quality and is therefore not covered by the new regulations.

Registration fee per product:

- Confectionery, sugar confectionery	€ 355.00	- Mixed packaging:	
		· at least 3 different varieties	€ 985.00
		· at least 6 different varieties	€ 1.400.00
		· at least 12 different varieties	€ 2.190.00

Registration for test and additional information:

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