

Product Application Form

GENERAL QUESTIONS

Prior to selecting the category you wish to enter your product in, you will need to answer the following questions for each product.

Is this a single product or a product range?

Product name

Country of production (multiple options can be selected)

Where is this product available? (multiple options can be selected)

Is this product V-Label licensed, and does it carry the VEGAN V-Label?

If so, you will be asked to select which local V-Label partner has licensed this product.

If not, you will be asked to select whether your product fits the V-Label vegan criteria.

Please choose the category you wish to enter this product in.

The options here depend on whether this product is V-Label licensed or if your brand is an exhibitor at Plant Based World Expo Europe 2023.

For the Sustainability, Innovation, and Marketing and Branding categories, the application form continues with following general questions, prior to the category-specific questions.

Please select what best describes your product. Subcategories include the following:

Meat alternative

Fish or seafood alternative

Dairy alternative

Egg alternative

Ready meal

Confectionery, snack,
condiment

Beverage

Functional food

Cosmetic or cleaning product

Textile or other non-food
product

B2B (Ingredient or food service)

Other

Short description of product (up to 500 characters)

Main product image (max. 5 MB)

Product videos (up to 3 links - optional)