

## VEGAN WINE

Veganism is a lifestyle and dietary philosophy that stems from vegetarianism. It rejects not only the consumption of meat and animal products including dairy and eggs, but also abstains from the general use of animals and animal products. Many vegans avoid clothing and domestic objects involving the use of animal products or animal experimentation in their production.

Apart from “true” vegans, there is also a recent culinary trend towards vegetarian and vegan dishes. These dishes are appealing not only to vegetarians and vegans, but also to consumers that are mindful of what they eat, be it for ethical, environmental or health reasons. A “flexitarian” diet is plant-based, but sees the consumption of animal products as occasional indulgences. Vegan nutrition philosophies are growing in popularity internationally.

This lifestyle philosophy is aimed not only at nutrition, but also other consumer goods, including wine. But wine is not automatically vegan. The practice of “fining” wines began hundreds of years ago with the goal of producing brilliantly clear wine, free of sediment and haze. To remove unstable proteins and other sediments, various fining agents can be employed. Fining agents may include animal-derived products such as egg whites, gelatine, isinglass and casein. Some of these fining agents continue to be used today. Many producers nowadays use plant-derived products, synthetic fining agents or bentonite (clay minerals) to clarify their wines.

Minimal intervention in the vinification process is just as important to us at Domäne Wachau as environmentally conscious cultivation of our vineyards. Our approach in the vineyard and the cellar greatly reduce the general need for fining. We have not used any animal-derived processing agents in winemaking for many years. All our wines are certified vegan and carry now the V-label, a controlled and protected registration mark from the European Vegetarian Union for labelling vegan and vegetarian foodstuffs. A wine that is certified with the V-label is guaranteed free of animal-derived ingredients and processing agents.

Although many vintners produce vegan wines without being certified, it is important to us to offer proof and clarity to our customers. All wines from Domäne Wachau are vegan and now carry the V-label, a visible guarantee of control and traceability of vegan wines.

