

Marketing with the organic cuisine label



Print of The Organic Cuisine Label

You may reproduce the cuisine label for which you are approved if it refers to the dining establishment in general and not to the specific food served. This means you may not reproduce the cuisine label on, for example, take-away bags or based on a single dish on the menu.

Printing may occur on, for example:

- Menus (e.g., top right corner)
- Aprons
- Pens
- Napkins
- T-shirts
- Business cards
- Website
- Social media

Printing of logo with all three dining labels

Naming a dining establishment as "organic" Printing of marketing "Ø" and the EU organic logo You may reproduce the logo with all three dining labels in a way that does not mislead consumers. That is, there should be no doubt about which of the labels the dining establishment itself uses. This can, for example, be clarified by simultaneously displaying the dining establishment's approved label in a larger format.

Printing of the marketing Ø symbol and the EU organic logo

You may reproduce the "marketing Ø" (the red Ø symbol without "government-controlled organic") in, for example, your menu when it directly refers to specific organic dishes/beverages,

ingredients, or components. It is not allowed to reproduce the red Ø symbol with the text "government-controlled organic." The EU organic logo (the light green leaf) may not be used by kitchens.

Naming a dining establishment as "organic"

The kitchen may call itself "organic," for example, "The organic eatery," if it exclusively uses organic ingredients or is approved for The Organic Cuisine Label in gold with an organic percentage of 90-100%.

Marketing of specific organic ingredients

It is allowed to market a specific ingredient or semi-finished and finished products as organic if it can be documented that all ingredients of the same type have been replaced with an organic variant both in the kitchen and in stock (including frozen).

Marketing of an organic dish

It is allowed to market a dish as organic, for example, "organic spinach lasagna." However, this presupposes that all ingredients in the dish are only available in organic form both in the kitchen and in stock (including frozen).