Vegan Food Law



Naming and advertising vegan and plant-based alternatives to products of animal origin in the European Union, United Kingdom, Switzerland and Liechtenstein

A legal analysis



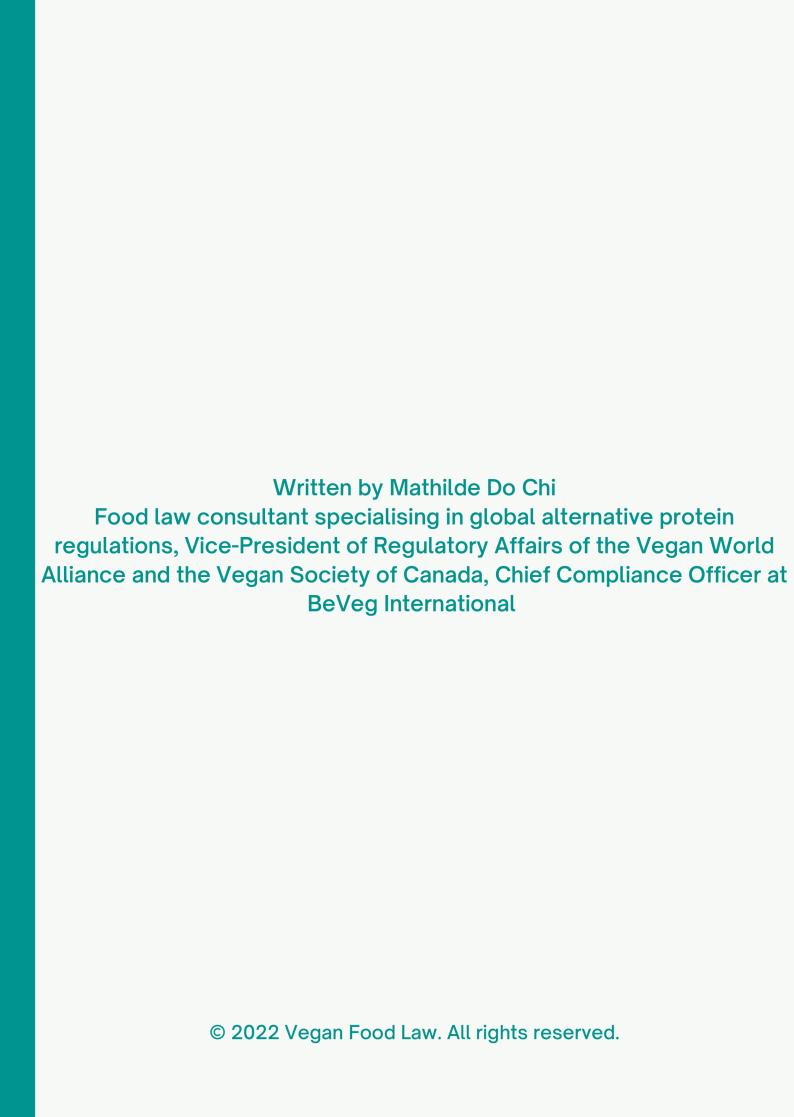


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	to consumers	

A- Name categories

Authorised versus prohibited names, terms exclusively reserved for animal-based products

B- Advertising

Packaging, placement of the product, advertisements

C- Consumers

Omnivores, flexitarians, vegans, plant-based eaters, the average consumer

Part II- A fragmented approach in a 39 supposedly uniform market

A- A conditional internal market

Barriers regarding food information, list of exceptions based on official languages, lack of definitions

B- Pressure from the livestock and dairy industries

Unsuccessful EU amendments, France, Belgium

C- Case laws

Tofutown, Alpro, Happy Cheeze, Oatly, The Vegetarian Butcher, Burger King

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Part III- Attempts to reform the regulatory 64 landscape

A- Guidelines

EU Member States, Switzerland, the United Kingdom, private versus public endeavours

B- Brand activism

Language as an evolutive tool, risk assessment of notorious marketing campaigns (La Vie, Heura, Burger King)

C- Public advocacy

GFI Europe, ProVeg, the Alternative Proteins Association of the UK

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