



## Statement

### Creamy Cheese Style sauce

22 November 2023

To whom it may concern,

On 17 November 2023 Remia C.V. received the letter from Verbraucherzentrale Hessen in which was explained that a consumer notification was received at your end regarding the product that Remia C.V. produces 'Gouda's Glorie Cheese Style'.

The complaint was described as following, 'Cheese' in combination with 'Gouda' on pack suggests that this product contains Gouda Cheese, even though this is not the case. The Vegan label on pack is not clearly visible. Therefore, the consumer asks if the product packaging can be adjusted.

In this letter I would like to emphasize that Remia C.V. maintains high standards with regards to compliance with EU, national and German legislation. We believe it is very important that our packaging is not misleading.

In the development process we took very good care and consideration of the legislation and therefore we can provide the following explanation:

- Gouda's Glorie is the brand name of a wide range of sauces. This is a trademark owned by Remia since 2011. On pack the brand name is printed in a different font style and colour to distinct it from the product name.
- At the back of the packaging the legal name is included, stating that it is a 'creamy sauce with cheese flavour' (and not a cheese sauce).
- In 2020 in the EU a lot of discussions were taking place regarding Amendment 171. Even though expected by that time, the Amendment 171 was not adopted.<sup>1</sup> Therefore the characterization 'creamy' and 'style' are allowed for alternatives to dairy products. Based on these developments we chose the name 'Creamy Cheese Style'.
- The V-label (Vegan) on pack is a logo of the European Vegetarian Union (EVU). For the use of the logo it is mandatory for Remia C.V. to comply to the V-label Style Guide. The label of this product is officially approved by the European Vegetarian Union (EVU).

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<sup>1</sup> <https://www.cbi.eu/news/dairy-related-terms-now-allowed-dairy-free-products#:~:text=Amendment%20171%20would%20have%20banned,based%20foods%20to%20dairy%20foods>



This is the first notification that we have received from a consumer and/or authority about the packaging of the product since the introduction of this product on the market in 2020. We feel confident that the packaging of the product is clear and are always willing to provide explanation if there are any questions.

We trust to have informed you sufficiently.