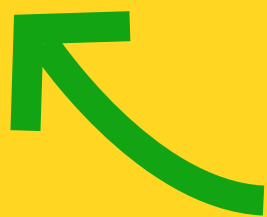




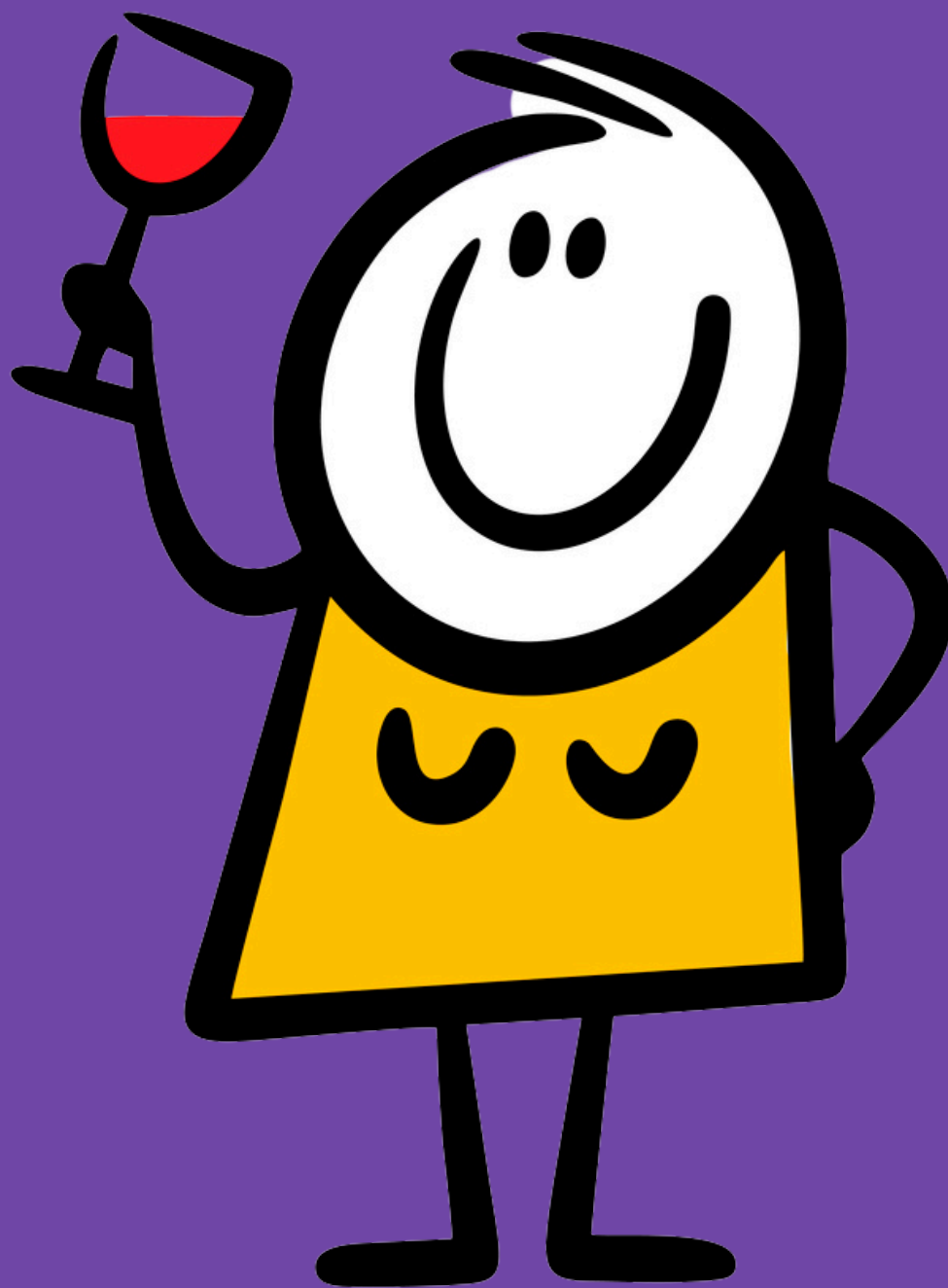
**WAIT, WHAT
DO YOU MEAN
WINE ISN'T
ALWAYS
VEGAN?**





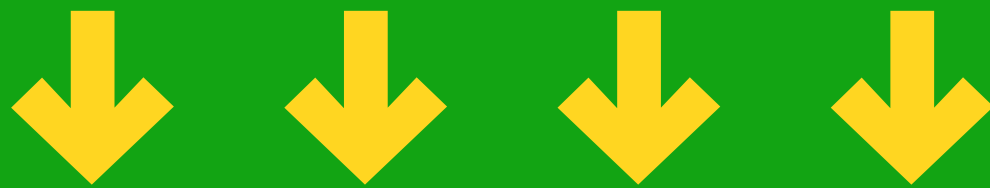
That's right!

Wine (both white and red) is one of those surprising products that isn't always vegan-friendly.





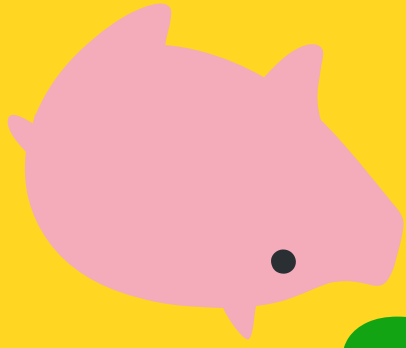
BUT WHY?



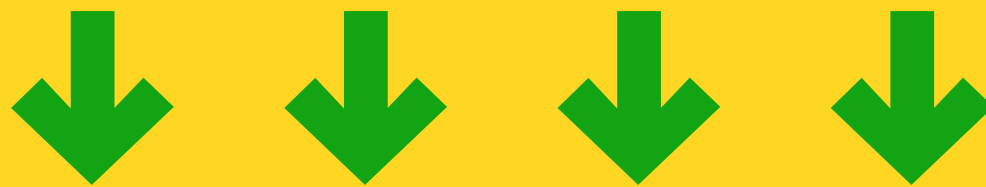
IT ALL COMES DOWN TO THE CLARIFICATION PROCESS used by some wineries to reduce the cloudiness in their wines.

In a nutshell, it's about the techniques and ingredients employed to make wines clearer and more visually appealing.





SUCH AS?



For instance, some wineries use
ANIMAL-BASED PRODUCTS in
this process, like

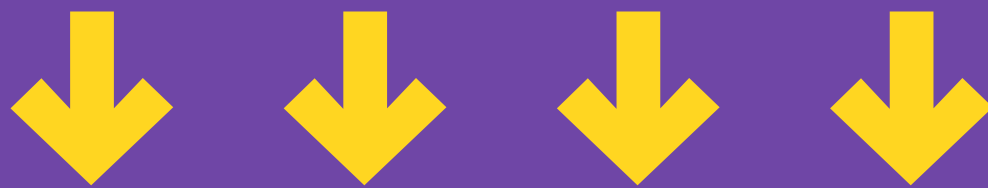


CASEIN
ANIMAL GELATIN
OX BLOOD



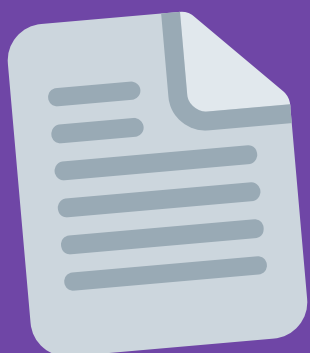


SO WHY ISN'T THIS ON THE LABEL?



Here's the catch: **ACCORDING TO THE LAW, "PROCESSING AIDS" DON'T NEED TO BE LISTED ON THE LABEL**

because they aren't intended for direct consumption. They might still be present in the finished product, but as residues (not additives).



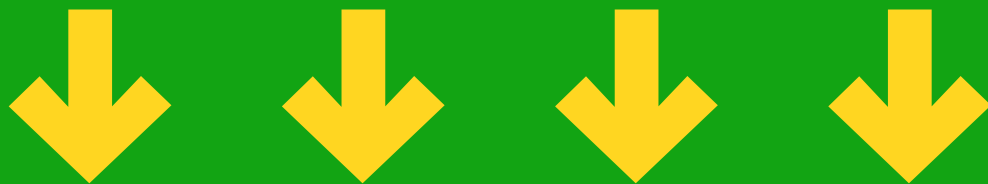
VEGANOK.COM





BUT DON'T WORRY: VEGAN WINES ARE OUT THERE

(and they're certified too)



Vegan wine production uses alternative filtration methods—like BENTONITE or NATURAL DECANTATION—completely avoiding animal-derived products.

To ensure you're enjoying wines that align with your vegan lifestyle, it's simple: look for bottles with the VEGANOK logo!





**Drink the
CHANGE**

**GO
VEGANOK**

