

Plant-based leather, egg alternatives, and seaweed stole the show at this year's International V-Label Awards Ceremony

Following months of anticipation, the Virtual Ceremony of the second International V-Label Awards took place on the 3rd of November, ringing in World Vegan Month with a celebration of plant-based innovation worldwide. This year's Finalists and Winners range from realistic camembert alternatives to wall paint - if you missed the Ceremony, you can watch the recording [here](#).

While the entries in the 15 niche categories were scored by a panel of media and industry experts, a public voting period with over 60,000 votes determined the results of the Special Consumers' Award, and an Influencer Jury panel consisting of 15 international vegan content creators had their say in who won the Special Influencers' Award.

Celebrating an ever evolving plant-based landscape - not just for humans

"We're on the verge of entering an age where the fear of giving up cheese will no longer be a valid argument for not going vegan - not with [bettermoo\(d\)](#)'s **camembert and cream cheese range**, anyway," says Nikolett Konkoly, Program Manager of the International V-Label Awards. The exciting vegan cheese range from Austria - previously known as Vbellabio - won the **Best Dairy Alternative category**, but it was a tight competition with [ALDI](#)'s **Funky American Vegan Style ice cream**, [LIDL](#)'s **Vemondo Mozzarella sticks**, and [daš Pops](#)' **organic ice cream - designed for babies and kids** - finishing close behind.

Dog owners concerned about their pup's health (or their estimated carbon paw-print being bigger than that of an SUV's emissions in a year, as a [2009 study](#) suggests) will be delighted to hear about [VEGDOG](#)'s innovation. The **complete dog food range** developed with veterinarians offers an alternative so great, it was selected as **Winner of the Best Meat Alternative category** - over some excellent human treats, such as [Verdino](#)'s **Mortadella with pistachio**, [Greenforce](#)'s **Easy To Mix Meat**, and [Orwell](#)'s **premixed legume-flour blend**.

The latest superfood: seaweed

Sustainable, versatile, and full of nutrients: it's no wonder seaweed is one of the brightest stars of the plant-based skyscape right now. While [Alver](#)'s **Golden Chlorella range** ended up as a Finalist in the **Best in Sustainability** category, [Bettafish](#) stole the show in the **Best Fish Alternative** category. The German startup known for their funky style and passion for turning seaweed into tuna alternatives was a finalist in two categories last year already, but bagged the winner title this year with their **TU-NAH spread**. Finalists in this category include [LIDL](#)'s **Vemondo Fish Fingers** and the [Vegan Fisherman](#) range of fried seafood alternatives.

No need to give up on indulgence or health

There's a recurring dispute regarding the raison d'être of honey in a vegan's diet, to which [Vegablum](#) offers a sweet, cruelty-free solution: **Wonig** - a honey alternative made from fair raw

cane sugar and pure plant extracts - won the category of **Best Breakfast Meal**. Following closely are [Gullón's Zero dorada al horno sugar-free biscuits](#), and [MINIT's vegan hot-dog](#) as Finalists. The **Best Ready Meal** category boasted appetizing innovations as well, including traditional, **veganized dumplings** by [Kasnudl](#) and a **vegan sushi collection** by [Natsu](#) as Finalists, and [Der Vegane Flammkuchen with onion and "schmecht"](#) as the Winner. There was no shortage of sweets and snacks either: [Viči's BIO gyoza and chickpea dumplings](#) were awarded **Best in Confectionery and Snacks**, while [Inproba's](#) **vegan prawn crackers** and [Paddies'](#) **peanut butter snacks** were the runners-up.

The two Winners of the **Best Functional Food** category, the **Betwelve Unicorn chewable tablets** by [Les Bio Frères](#) and [Moon Powder's Superfood for women](#) are right up our alley for a balanced plant-based diet, while Finalist [Schalk Muehle's](#) **organic, sustainably produced pumpkin seed protein powder** will put an end to the outdated jokes about vegans and their protein-deficiency.

Another tie happened in the **Best Free From** category, with both [Slendier's Konjac Range](#) of noodles, pasta, and rice, as well as the [Gimber N° 2 Brut](#) alcohol-free concentrate with ginger emerging as winners of the category, triumphing over [DODONI's](#) **oat-based Plant'd yogurts** by just a few points.

Vegan leather that's truly plant-based

Two strong contenders turned heads among the jury with their leather innovations: Turkish brand [Oleago](#) has created [Oleatex](#), a versatile **leather made by upcycling waste from the olive industry**, which won over the Influencer Jury, taking home the **Special Influencers' Award**. [Desserto's](#) **cactus-based leather** from Mexico was just inches off the podium, finishing as a Finalist in both the **Best in Sustainability** category and the **Special Influencers' Award**.

Crack it, whip it, fry it

This year's favorites include the uncanny egg alternatives in the competition: they have the familiar texture and flavor, but no battery cages, and up to 70% fewer resources are needed for them to land on our plates. [Neggst's](#) unbelievably realistic **egg alternative** finished as a Finalist in the **Special Influencers' Award**, while [Migros' V-Love The Boiled](#), a fantastic hard boiled egg substitute, scored the award for the most innovative product. [Yumgo's](#) perfectly whippable egg white, yolk, and whole **egg alternatives** were recognized as a Finalist in the **Best Ingredient Innovation (B2B)** category, but this award eventually landed on [Givaudan's](#) doorstep for their unique technology mimicking real meat fat, **Primelock+**. In the same category, the coffee waste-turned-cosmetics-ingredient by [Coffe-eco](#) was a strong contender as well, finishing as a Finalist.

Vegan in the kitchen, bedroom, and bathroom

The Awards weren't short of non-food competitors, either. [Cleanly's](#) **Eco laundry strips** won the **Best Household Product** category, closely followed by [Boonco's](#) **Honest Dishwash**, and

Just Vegan's CeraVegan pans with a completely vegan coating. The stars of the **Best in Textile** category were mattresses: **rose and nettle mattress ticking from Boyteks Tekstil** (Winner), **hemp from Reiter**, and **handmade bedding equipment by Alma Natura**, along with **Vossen's** hemp and recycled towels, the **Mystic, Belief, and Balance** ranges. The **Best in Cosmetics** category saw the recognition of **VeganCare's solid shampoo and conditioner bar range** as the Winner, and the **B e C - Lait SolÉ Tanning sun milk** and **D'Alba - white truffle first spray** serum as Finalists.

Adding to the variety of vegan products, **Kraft's Master Easy Clean** premium indoor paint made it among the Finalists of the **Best in Innovation** category.

Leading by great examples

The **Best in Positive Impact** category put some truly outstanding brands in the spotlight: **Funky Forest's 100% pressed juice range** from Hungary bore the palm thanks to their education and donation programmes, but **Vossen's Balance hemp towels** and **LIDL's climate-neutral Vemondo range** were high up there as well as Finalists.

Maybe a surprise to some, but the Winner of the **Best in Sustainability** category was **Oeding Print's special vegan printing service**, developed specifically upon customer request. **LIDL** Germany also involved consumers in the development of their **Vemondo** range, which might be the reason it's loved by so many: the range won the **Special Consumers' Award** for the second year in a row. The Finalists, **Incom Leone's Al!ve Energy Drops** and **Greenforce's Easy to Mix Meat** were very close behind as well, though.

An inspiring celebration

“Our second International Awards perfectly shows how diverse and dynamic the vegan market is, with **participating brands ranging from emerging start-ups** bringing innovation to the market and doing what we couldn't imagine possible just a short time ago, **to big retailers expanding their range** and introducing vegan products to consumers who might otherwise not consider or try them,” commented the founder of V-Label, Renato Pichler, during the Ceremony.

To learn more about these exciting plant-based innovations, check out the [Awards website](#), and keep an eye out for the Finalist and Winner labels next to the well-known V-Label when shopping for plant-based goodness.

About V-Label: [V-Label](#) is the world's leading vegan & vegetarian trademark, mainly in the foods and cosmetics sectors. An internationally recognized brand registered back in 1996, V-Label is present in 50 countries, where more than 50,000 products have been certified as vegetarian or vegan.

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Full list of Finalists (Winners in bold):

1. **Best Dairy Alternative**

Bettermoo(d) - Camembert and cream cheese range, Austria

LIDL - Vemondo Snacks Mozzarella sticks, Germany
ALDI - Funky American Vegan Style ice cream, Germany
Daš Pops - Organic ice cream for babies and kids, Croatia

2. **Best Meat Alternative**

VegDog - complete dog food, Germany

Verdino - Mortadella with pistachio, Romania
Orwell - premixed flour blend, made of legumes, Argentina
Greenforce - Easy To Mix Meat, Germany

3. **Best Fish Alternative**

BettaF!sh - TU-NAH Spreads, Germany

Vegan Fisherman - Fish Substitute Range, Netherlands
LIDL - Vemondo Snacks Fish Fingers, Germany

4. **Best Breakfast Meal**

Vegablum - Wonig Honey Alternative, Germany

Gullón - Doradoas al horno, sugar free biscuits, Spain
MINIT - Vegan Hot-dog, Slovakia

5. **Best Ready Meal**

Der Vegane Flammkuchen - Flammkuchen with onion and “schmecht”, Germany

Kasnudl Stadtküche - Bio Austernpilz-Nudl and Bio Blaumohn-Nudl (bluepoppy and oyster mushroom dumplings), Austria
Natsu - Vegan Sushi Collection, Germany

6. **Best in Confectionery and Snacks**

Viči - BIO gyoza dumplings and BIO gyozas with chickpeas, Lithuania

Inproba - vegan prawn crackers, Netherlands
Paddies - Snacks with peanut butter, Austria

7. **Best Functional Food**

Les Bio Frères - Betwelve unicorn chewable tablets, France

Moon Powder - Superfood for women, Austria
Schalk Muehle - Pumpkin seed protein powder, Austria

8. Best Free From

Gimber - N° 2 Brut, Belgium
Slendier - Konjac Range, Australia
DODONI - Plant'd, Greece

9. Best in Cosmetics

The Kind Lab - VeganCare hair care range, Portugal
B e C - Lait SolÉ Tanning sun milk, Italy
D'Alba - white truffle first spray serum, Korea

10. Best in Textile

Boyteks Tekstil - Vegan Mattress Ticking, Nettle and Rose versions, Turkey
Vossen - Mystic, Belief and Balance towels range, Austria
Alma Natura - handmade bedding equipment, Spain
Elastica - Die Vegane Hanf mattress, Austria

11. Best Household Product

Cleanly - Eco laundry sheets, Slovakia
Just Vegan - CeraVegan Pans, Germany
Boonco - Honest dishwash, Korea

12. Best in Sustainability

Oeding Print - Vegan printing service, Germany
Alver - Golden Chlorella range, Switzerland
Desserto - Cactus-Based Bio Material, Mexico

13. Best in Positive Impact

Házikó Farm - Funky Forest 100% pressed juices, Hungary
Vossen - Balance hemp towels, Austria
LIDL - Vemondo Range, Germany

14. Best in Innovation

Migros - V-Love The Boiled, Switzerland
Kraft - Master Easy Clean premium indoor paint, Greece
Oleago - Oleatex, Turkey

15. Best Ingredient Innovation (B2B)

Givaudan - Primelock+, Switzerland
Coffe-eco - Extract, Greece
Yumgo - egg alternatives, France

16. Special Influencers' Award

Oleago - Oleatex, leather from olive industry waste, Turkey

Desserto - Cactus-Based Bio Material, Mexico

Neggst - egg alternative, Germany

17. Special Consumers' Award

LIDL - Vemondo Range, Germany

Incom Leone - Alive Energy Drops, Slovenia

Greenforce - Easy to mix Meat, Germany