

ALEXANDER VALLEY VINEYARDS

All AVV wines are Vegan.

- **No animal by-products are used in filtering wine at AVV.**

Common fining agents used by other wineries are often protein-based and can include micronized wheat, potassium caseinate (casein is milk protein), food-grade gelatin, egg albumin, or isinglass powder, made from fish bladders.

- **The Vegetarian Resource Group states that "according to their research, DE is considered Vegan."**

We filter with Diatomaceous earth, also known as DE. Diatomaceous earth is fossilized algae (specifically diatoms, which is where the name comes from.)

- **AVV does not chaptalize our wines - we do not add sugar.**

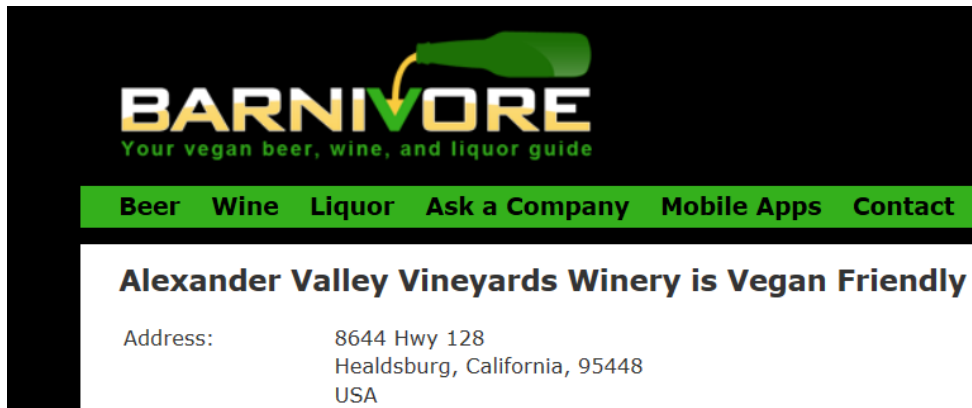
Chaptalization is the process of adding sugar to unfermented grape must in order to increase the alcohol content after fermentation. Most sugar is refined through bone char, hence it uses an animal product in production and is not vegan. It is prohibited by law for us to add sugar.

- **It is widely accepted that a vegan product can be grown with animal by-products.**

A vegan product does not take into account animal by-products used in outdoor soil and farming practices, because nothing would qualify as vegan. *Vegan.org*

- **Listed on Barnivore.com**

The *Barnivore Vegan Alcohol Directory* is the go to guide for Vegans. Ingredients don't show up on alcohol labels, so the only way to find out is to ask.



The image shows a screenshot of the Barnivore website. At the top, the Barnivore logo is displayed with the tagline "Your vegan beer, wine, and liquor guide". Below the logo is a navigation menu with links for "Beer", "Wine", "Liquor", "Ask a Company", "Mobile Apps", and "Contact". The main content area features a heading "Alexander Valley Vineyards Winery is Vegan Friendly" and the following address information: "Address: 8644 Hwy 128, Healdsburg, California, 95448, USA".

Selling benefits:

- Information builds credibility
- Increases incremental sales by knowledge of AVV process
- Customers can access independent third party for verification - *Barnivore.com*



Our family creates wines of distinction for everyone.

Healdsburg - Sonoma County - California

avvwine.com

