



A legally protected guarantee of the quality of the business

Food Safety, Reliability and Guarantee

In the past it was probably enough to be known for your good name and reputation. Doing business was a question of trust. And the quality of the product and service offered went without saying. This is still the case, but times change and so does the wine business.

There is a global market of buyers and suppliers; the number of wine consumers has grown enormously and the legal requirements to which products are subjected have multiplied. What is required is an objective guarantee of quality and assurance, the guarantee of a certificate. The reliability of the wine importer and the quality of the wines he offers has to be assured.

This is why the KVNW (The Royal Association of Dutch Wine Merchants) has introduced a new certificate for members whereby wine importers who meet the strict demands can qualify for the title of “KVNW Register Wijnhandelaar®”.

This represents an objective guarantee of the quality of the business and the wines on offer, an extra reassurance for customers, consumers, suppliers and the authorities.

Licence Agreement

The KVNW has registered the name and logo of “KVNW Register Wijnhandelaar” with the Benelux-Merkenbureau (Benelux Bureau of Brand Names). The KVNW is, thus, the owner of this title and the only organisation with the right to permit use of the name and logo. This is done via a licence agreement with individual members.

Initially the agreement is valid for three calendar years. Before it can be renewed the wine importer must undergo a new inspection from an accredited bureau. This is to ensure that the title “KVNW Register Wijnhandelaar” continues to remain a valid guarantee.

External Control - Added Value

In order to get the KVNW licence the company must demonstrate that it satisfies the demands set by the KVNW for business management and for the quality of the wines. Proof can only be provided via a statement from an accredited inspection bureau. This statement is more than just a guarantee for the KVNW.

It is also:

- reassurance for the company itself
- reassurance for customers and suppliers
- reassurance for the consumer
- reassurance for the controlling authorities

Approval from an accredited inspection bureau represents an objective guarantee.

Conditions

The title “KVNW Register Wine Merchant” signifies that the company meets stringent demands in relation to food safety and business management.

These conditions can be summarised under 11 headings:

1. HACCP (Hazard Analysis and Critical Control Points)
2. Quality control
3. Certificate analysis
4. National and international wine legislation
5. Authenticity
6. Traceability
7. Logistics and administration
8. Customer contact
9. Dealing with customer complaints
10. Professional skills, wine expertise
11. STIVA code for alcoholic drinks

The first of these conditions relating to HACCP is a European regulation now included in the Dutch law on food hygiene. The other conditions are included because they are in practice extremely important for the business and its relations.

The result is that the wine merchant can be sure that he has a well run business. His customers and suppliers will know that, too. When everything is well run well, few problems occur. Satisfying these conditions has a preventative function. However, if something unexpectedly does go wrong, then there is the certainty that an appropriate response can be made.

The Register

“KVNW Register Wijnhandelaar” is a exclusive title and third parties will want to know who is entitled to hold it. Thus, the KVNW has established an public register of names of wine merchants who have obtained the award. The list is accessible to anyone and can be found on the KVNW website www.kvnw.nl. Holders of the title are free to use the logo on all their correspondence and commercial literature.

The following text can be used to provide a brief explanation:



“KVNW Register Wijnhandelaar®” is a legally protected title. It is awarded to members of the KVNW (The Royal Association of Dutch Wine Merchants) who satisfy stringent demands concerning business management and food safety. They are subject to regular inspection by an independent accredited body. The title gives customers increased and objective reassurance.

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