Trade resources

Using the OWSA mark on your wine list

Guests increasingly ask which wines on a list are organic, and “organic” is used loosely. The OWSA mark gives your list a simple, trustworthy signal: placed next to a wine, it tells the guest that this specific wine is **certified organic** and comes from an Organic Wines South Africa producer.

You are welcome to use the mark on your wine list, provided you follow the four steps in this guide: list only wines that qualify, verify them, display the mark correctly, and keep the list accurate as wines and vintages change.



Green — preferred



Black — mono print



Reversed — dark backgrounds

Use only the small OWSA mark shown above on wine lists. The full OWSA logo is reserved for the association’s own materials and is not for use next to individual wines.

1. Check the wine qualifies

A wine may carry the mark on your list only if **all** of the following are true:

- **It is certified organic wine:** certified by an accredited control body to the EU organic standard (the standard OWSA members certify to) or an equivalent recognised standard.
- **The certification covers this wine and this vintage.** Certification is per product and is renewed annually; a producer having some organic wines does not make every wine in its range organic.
- **It comes from an OWSA member producer.**

These do not qualify on their own:

In conversion	Producers in the conversion period cannot sell wine as certified organic.
Sustainable / IPW / WWF Conservation Champion	Valuable schemes, but not organic certification.
Biodynamic, natural, low-intervention, vegan	Valuable, but not organic certification.
Organic by practice, not certified	However genuine, an uncertified claim cannot carry the mark.

2 Verify before you list

- **Read the label.** Certified organic wine carries the certifier's mark and a control-body code on the back label (for EU-standard certification, the EU organic leaf with a code in the format ZA-BIO-XXX).
- **Ask your supplier for the current certificate.** Producers and their distributors can supply it on request. Check that the wine and vintage are covered and note the expiry date. You can also check members' certificates on the OWSA web site.
- **If in doubt, ask!** Write to naturally@owsa.co.za and we'll be happy to point you in the right direction.

3 Display the mark correctly

Placement. Put the mark on the same line as the wine, immediately before or after the wine name, consistently throughout the list. Never use it as a heading, a page decoration or next to a section title: it must always attach to a specific wine.

Add a key. Include a one-line legend once per list, ideally on the first wine page or the foot of each page: *[mark] Certified organic: Organic Wines South Africa.*

Size	Roughly the cap height of the wine name. Minimum 4 mm diameter in print, 14 px on screen.
Clear space	At least a quarter of the mark's diameter on all sides.
Colour	Green (preferred), black, or reversed on dark backgrounds. No other colours.
Digital lists & QR menus	Same rules apply.
Files	Use the supplied artwork only.

Please don't:

- Stretch, crop, rotate, outline, add shadows to or redraw the mark, or set it inside another shape
- Recolour it to match your list design
- Use the full OWSA logo in place of the small mark
- Place it next to a wine that does not qualify, or use it to suggest your venue, your whole list or your food is certified organic

EXAMPLE

WHITE

Example Estate Chenin Blanc	*Swartland 2024*	420
Sample Vineyards Sauvignon Blanc	*Elgin 2025*	380
Placeholder Cellars Sémillon	*Franschhoek 2023*	560

RED

Example Estate Syrah	*Paarl 2022*	490
Sample Vineyards Pinotage	*Stellenbosch 2022*	450

Certified organic: Organic Wines South Africa

4 Keep your list accurate

- **Re-check each vintage:** certification is per vintage; a new vintage needs a fresh check.
- **Review when certificates expire** and whenever you substitute a wine or change supplier.
- **Remove the mark** if a wine is replaced or if certification lapses.
- **Brief your floor team.** A one-line answer helps: *"This wine is certified organic: the vineyard and the winemaking are independently audited every year."*

OWSA may ask you to remove the mark where it is used incorrectly.

Before you print: quick checklist

- ☐ The wine itself is certified organic
- ☐ The certificate covers this vintage and is in date
- ☐ The producer is an OWSA member
- ☐ The mark sits on the same line as the wine name, at the right size and with clear space
- ☐ The mark is green, black or reversed: unaltered
- ☐ The list includes the one-line key