



# Vegan

## Substantiation Requirements

**\*This guide applies to products sold in the US market. It is not intended to apply to products sold or marketed internationally.**

### Product Scope

These requirements are applicable to food, consumables, general merchandise, and apparel products.

### Claim Language

The requirements in this document are applicable to vegan claims and the following variants:

- Vegan Friendly
- Vegan-Friendly
- Contains no animal products or byproducts

### Definitions

Vegan is a lifestyle that excludes all animal products, including eggs, milk, and honey.

### Omnichannel Requirements

The approved claim to be used in Walmart and Sam's Club omnichannel initiatives is **vegan**. The terms "vegan friendly" and "vegan-friendly" should not be utilized.

Vegan claims **cannot** be inferred from an ingredient list or external sources.

### Substantiation Requirements

Before representing a product as "vegan" in any omnichannel initiative, the Merchandising team must ensure that the following requirements are met:

- The vegan claim or one of the variants listed above is on the packaging.

## Additional Requirements

The following or similar statement should be prominently displayed to consumer: “These products have been identified by the manufacturer as vegan. Always check the label to ensure the product aligns with your dietary preferences”.

## Private Brand Requirements

The approved claim to be used in Walmart and Sam’s Club private brand packaging is **vegan**. The terms “vegan friendly” and “vegan-friendly” should not be utilized.

## Substantiation Requirements

Before representing a private brand product as “vegan” on the packaging or in any omnichannel initiative, the supplier must ensure the following requirements are met:

- The supplier must complete and provide in the specification system a Supplier Acknowledgment of Expectations for the vegan claim or any of its variants, **and**
  - A third-party certification from a certifying body recognized by Walmart indicating the product is vegan

## Ongoing Substantiation Requirements

- If a certification was provided the supplier must ensure the certification is maintained annually and stored in Walmart’s or Sam’s Club’s product specification platform.
- If an attestation letter was provided for substantiation, the supplier must submit a new attestation for third-party review every time the product is reformulated, or the label is updated and ensure the attestation letter is stored in Walmart’s or Sam’s Club’s product specification platform.

## Recognized Certifications\*<sup>1</sup>

\*Please refer to the Seals and Certification Standard for additional requirements.

# AVA Certification: [americanveg.org](http://americanveg.org)

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<sup>1</sup> For private brand products’ certifications, Walmart Inc. must enter into a license agreement, along with the supplier.

# Certified Vegan by Vegan Action: vegan.org

## Continuing Obligation to Defend and Indemnify

As a private brand supplier to Walmart Inc., the supplier is solely responsible for the accuracy of all product labeling and claims. Compliance with the requirements outlined in the “Product and Packaging Claims - Substantiation Requirements for Private Brands”, or any label review conducted by or at the request of Walmart Inc., in no way impacts contractual defense and indemnity obligations to Walmart Inc. as set forth in the Supplier Agreement for all claims related to merchandise, including claims related to the labeling.

Version History				
Version	Approved By	Revision Date	Description of Change	Author
1.0	Alissa Gardenswartz	10.14.24	Original version was drafted.	Kathy Cuevas, Elizabeth Stoll