The Extra Virgin Olive Oil Packaging Design Award is a competition based on the following categories:

**Division 999 – Packaging Design Competition**

1. **Innovative Design.** Unusual and innovative use of die-cutting, silk screening, embossing, graphics or metallic inks.

2. **Market Segment.** Packaging designed to appeal to a particular audience.

3. **Art/Illustration.** Use of original illustration as the driving element of the package design.

4. **Series** (minimum of three). Changing designs that carry a theme or brand identity across several varietals.

5. **Traditional.** Understated; use of “traditional elements” (etching, seals, classic fonts), timeless elegance.

6. **Contemporary.** Design use of entire package, label, bottle, and capsule using contemporary elements, paper, texture, embossing, metallic inks, art or illustration and color.

7. **Color & Type.** Use of color and typography elements to carry the package design, clean simple, striking.

8. **Olive Branch.** Best representative of an olive branch.

9. **Modern Classic.** Best modern interpretation of a traditional style.

10. **Overall Package.** Includes bottles, closures and packaging.

**Awards Offered Per Category: Gold, Silver and Bronze Medals**

- Entry in this competition is automatic when olive oil is entered in the competition and requires no additional fee or entry information.

- If an oil is not entered in the competition, please fill out entry form and write Packaging Design Competition ONLY, ship one (1) bottle and include $25.00 per entry.

**Mail Oil, Entry Form and Fees to:**
Los Angeles International Extra Virgin Olive Oil Competition, 1101 W. McKinley Ave., Pomona, CA 91768

For more information, please contact Leah Duran (909) 865-4286, fax (909) 865-4160 or duran@fairplex.com

[www.LAOLiveOilComp.com](http://www.LAOLiveOilComp.com)