



LOS ANGELES INTERNATIONAL SPIRITS COMPETITION

PACKAGING DESIGN

The Packaging Design Competition is based on the following categories:

1. Overall Package
2. Additional Packaging (Gift box, etc.)
3. Series (Minimum of two)
4. Container
5. Design Aesthetics
6. Illustration
7. Typography
8. Innovation
9. Most Creative
10. Best Choice of Materials (Paper, Paint, Foil etc.)
11. Best Execution (Emboss, Deboss, Foil, Die-cut, Letter Press etc.)
12. Judges Choice - **Best of Show**

Criteria considered may include, but is not limited to:

- Innovation: Innovative use of die-cutting, silk screening, embossing, graphics, inks, materials, etc.
- Art/Illustration: Use of original illustration
- Color and Type: Use of color and typography elements to carry the package design

Awards Offered: Gold, Silver, and Bronze Medals, Judges Choice – Best of Show in Packaging Design

Packaging Design judging is automatic when spirits are entered in the tasting competition at no additional fee.

To enter a product to be judged ONLY for Packaging Design, please fill out the entry form and write PACKAGING DESIGN ONLY, ship form and product to the address below:

Packaging Design is \$30.00 per entry (if not already entered into tasting competition) and one sample bottle per entry is needed.

Mail Spirits and Fees to:

**Los Angeles International Spirits Competition
Attn: Spirits Department
1101 W. McKinley Ave.
Pomona, CA 91768**

If you have any questions or require additional information, please contact Colene Nath at (909) 865-4230, Fax (909) 629-2067 or Email nath@fairplex.com