



# LOS ANGELES INTERNATIONAL SPIRITS COMPETITION

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## PACKAGING DESIGN

*Packaging Design judging is automatic when spirits are entered in the tasting competition (no additional Fee)*

**International Entry Deadline: April 3, 2020**

**Domestic Entry Deadline: April 15, 2020**

**\* All product must be at the Pomona address by April 30\***

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

**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**

**To enter a product to be judged ONLY for Packaging Design, please fill out the online entry form. Ship a copy of the online entry receipt, entry fee (if not paid online), and product to the address below:**

**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](mailto:nath@fairplex.com)