The Wine Packaging Design Award is a competition based on the following categories:

Division 999 – Packaging Design Competition

1. **Innovative Design** (contains some or all). 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 and striking.

8. **Non-Conformist.** Use of irreverent or playful imagery and text, sometimes using narrative.

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

10. **Saké.**

11. **Overall Package.** Includes bottle, closures and packaging.

12. **Effective use of design standards;** type treatment, layout, balance, color and other graphic elements.

13. **Judges Choice.**

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

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

- If a wine is not entered in the competition, please fill out entry form and write Packaging Design Competition ONLY, ship one (1) bottle and include $20.00 per entry.

Mail Wine, Wine Entry Form and Fees to:
Los Angeles International Wine Competition, 1101 W. McKinley Ave., Pomona, CA 91768

For more information, please contact Mary Ellen Cole (909) 865-4231, fax (909) 865-4160 or cole@fairplex.com

[www.LAWineComp.com](http://www.LAWineComp.com)
LOS ANGELES INTERNATIONAL WINE COMPETITION