



# LOS ANGELES INTERNATIONAL WINE COMPETITION

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## PACKAGING DESIGN COMPETITION

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](mailto:cole@fairplex.com)

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



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