



# 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- **A Cut Above.** *Exceptional use of die-cut and laser-cut techniques to create unique visual appeal.*
- 2- **Art/Illustration.** *Use of original illustration as the driving element of the package design.*
- 3- **Behind The Lens.** *Outstanding application of photographic images as the focal point of design.*
- 4- **Color & Type.** *Use of color and typography elements to carry the package design, clean, simple and striking.*
- 5- **Eye Candy.** *Engaging overall aesthetic with strong shelf appeal and effective use of design techniques.*
- 6- **Fruit of the Vine.** *Compelling rendering or representation of grapes, grape vines or grape leaves as a driving element in the label design.*
- 7- **Glass & Bottle.** *Outstanding silhouette, relief features and overall aesthetic.*
- 8- **Judges Choice.**
- 9- **Market Segment.** *Packaging designed to appeal to a particular audience.*
- 10- **Modern Classic.** *Best modern interpretation of a traditional style.*
- 11- **Saké Design.**
- 12- **Series** (minimum of three). *Changing designs that carry a theme or brand identity across several varietals.*
- 13- **Sign of the Times.** *Packaging and design that touches on and celebrates pop culture, current events and trends.*
- 14- **Traditional.** *Understated; use of “traditional elements” (etching, seals, classic fonts), timeless elegance.*

### 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. Judges will assign categories during the judging process.
- 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 \$25.00 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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