



LOS ANGELES INTERNATIONAL SPIRITS COMPETITION

PACKAGING DESIGN COMPETITION

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

Division 610 – Packaging Design Competition

- 1- **Overall Package.** *Exceptional use of die-cut and laser-cut techniques to create unique visual appeal.*
- 2- **Additional Packaging** (Gift box, etc.)
- 3- **Series.** (minimum of two). *Changing designs that carry a theme or brand identity across several varieties.*
- 4- **Container.** *Use of color and typography elements to carry the package design, clean, simple and striking.*
- 5- **Design Aesthetics.** *Engaging overall aesthetic with strong shelf appeal and effective use of design techniques.*
- 6- **Illustration .** *Use of original illustration as the driving element of the package design.*
- 7- **Typography.** *Use of color and typography elements to carry the package design*
- 8- **Innovation.** *Innovative use of die-cutting, silk screening, embossing, graphics, inks, materials, etc.*
- 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.**

Awards Offered Per Category: Gold, Silver and Bronze Medals

- Entry in this competition is automatic when spirit is entered in the competition and requires no additional fee or entry information. Judges will assign categories during the judging process.
- If a spirit 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 Spirits, Sprints Entry Form and Fees to:

Los Angeles International Wine Competition, 1101 W. McKinley Ave., Pomona, CA 91768
For more information, please contact Leah Duran (909) 865-4260, fax (909) 865-4160 or duran@fairplex.com