



LOS ANGELES INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION

2023 PACKAGING DESIGN COMPETITION

The Extra Virgin Olive Oil Packaging Design Award is a competition based on the following categories:

Division 999 – Packaging Design Competition

- 1- **Innovative Design.** 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 varieties.
- 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, striking.
- 8- **Olive Branch.** Best representative of an olive branch.
- 9- **Modern Classic.** Best modern interpretation of a traditional style.
- 10- **Overall Package.** Includes bottles, closures and packaging.

Awards Offered Per Category: Gold, Silver and Bronze Medals

- Entry into packaging design is automatic when olive oil is entered in the competition and requires no additional fee or entry information.

If an oil 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 Oil, Entry Form and Fees to:

Los Angeles International Extra Virgin Olive Oil Competition, 1101 W. McKinley Ave., Pomona, CA 91768

For more information, please contact our International Competitions Dept., (909) 865-4260 or email Leah Duran duran@fairplex.com

www.LAOliveOilComp.com

