



LOS ANGELES INTERNATIONAL SPIRITS COMPETITION

2023 PACKAGING DESIGN COMPETITION

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

Division 999 – Packaging Design Competition

- 1- **Overall Package.** Exceptional use of die-cut and laser-cut techniques to create unique visual appeal.
- 2- **Additional Packaging.** Gift boxes, etc.
- 3- **Series.** (minimum of 2) Changing designs that carry a theme or brand identity across several varietals.
- 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 Material.** 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 into packaging design is automatic when spirit is entered in the competition and requires no additional fee or entry information.

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 Spirit, Entry Form and Fees to:

Los Angeles International Spirits 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.LASpiritsComp.com

