



# LOS ANGELES INTERNATIONAL WINE COMPETITION

## 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 an 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 our International Competitions Dept. (909) 865-4260, or email Leah Duran [duran@fairplex.com](mailto:duran@fairplex.com)

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

