



# LOS ANGELES INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION

## 2024 PACKAGING DESIGN COMPETITION

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

### Division 999 – Packaging Design Competition

**Innovative Design.** Unusual and innovative use of die-cutting, silk screening, embossing, graphics or metallic inks.

**Market Segment.** Packaging designed to appeal to a particular audience.

**Art/Illustration.** Use of original illustration as the driving element of the package design.

**Series** (minimum of three). Changing designs that carry a theme or brand identity across several varieties.

**Traditional.** Understated; use of "traditional elements" (etching, seals, classic fonts), timeless elegance.

**Contemporary.** Design use of whole package, label, bottle, and capsule using contemporary elements, paper, texture, embossing, metallic inks, art or illustration and color.

**Color & Type.** Use of color and typography elements to carry the package design, clean simple, striking.

**Olive Branch.** Best representative of an olive branch.

**Modern Classic.** Best modern interpretation of a traditional style.

**Overall Package.** Includes bottles, closures and packaging.

### Awards Offered Per Category: Gold, Silver and Bronze Medals

- La entrada en el diseño de envases es automática cuando el aceite de oliva se inscribe en la competencia y no requiere ninguna tarifa adicional ni información de entrada.

Si un aceite no se inscribe en la competencia, complete el formulario de inscripción y escriba Packaging Design Competition ONLY, ship one (1) bottle and include \$25.00 per entry.

### Mail, Entry Form and Fees to:

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

Para más información, please contact nuestro Departamento de Concursos Internacionales, (909) 865 - 4538 o correo electrónico Leah Duran [duan@fairplex.com](mailto:duan@fairplex.com)

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