



LOS ANGELES INTERNATIONAL SPIRITS COMPETITION

PACKAGING DESIGN COMPETITION

Division 999 – Packaging *Design* Competition

The Spirits Packaging Design Award is a competition based on the following design qualities:
Awards Offered Per Category: GOLD, SILVER, and BRONZE Medals

Overall Package.

Exceptional use of die-cut and laser-cut techniques to create unique visual appeal.

ADDITIONAL PACKAGING. Gift boxes, etc...

SERIES... Minimum of two (2) changing designs that carry a theme or brand identity across several varietals.

CONTAINER.

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

Design Aesthetics.

Engaging overall aesthetic with strong shelf appeal and effective use of design techniques.

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

TYPOGRAPHY. Use of color and typography elements to carry the package design.

iNNOVATION.

Innovative use of die-cutting, silk-screening, embossing, graphics, inks, materials, etc.

Best Choice of Material. Paper, Paint, Foil, etc.

BEST EXECUTION. Emboss, Deboss, Foil, Die-cut, Letter Press etc.

Most Creative.

Judges Choice!

Entries submitted to any of the spirit competitions are automatically entered to the Packaging Design Competition.

No additional fees or information is required.

Judges will assign categories during the judging process.

Spirits not being entered in any other competitions, please fill out an entry form and write “Packaging Design Competition ONLY”.

Ship one (1) bottle and include \$25.00 per entry.

Mail Spirits, 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) 865-4538,
or email competitions@fairplex.com*

www.LASpiritsComp.com