LOS ANGELES INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION

PACKAGING DESIGN COMPETITION

Packaging design is the process of creating the visual and physical aspects of a product's packaging. It's a strategic blend of aesthetics, functionality, and branding, aiming to make a product attractive, informative, and easy to use. This includes elements like material selection, structure, graphics, color, typography, and information presentation

Division 999 – Packaging Design Competition

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

A Cut Above - Exceptional use of die-cut and laser-cut techniques and raised coatings to create unique visual appeal.

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

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

Eye Candy - Engaging overall aesthetic and effective use of design techniques.

Fruit & Flora - Compelling rendering or representation of olives, olive vines or olive leaves as a driving element in the label design.

Glass & Bottle - Outstanding silhouette, relief features, bottle uniqueness and overall aesthetic.

Judges Choice - Personal favorite of each judge

Modern Classic - Best modern interpretation of a traditional style.

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

Shelf Appeal - Striking packaging that catches the attention of the consumer

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 products are entered in the competition. No additional fees or entry information required. Judges will assign categories during the judging process.

If an oil is not entered into 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 Oil package, Oil Entry Form and Fees to:
Los Angeles International Extra Virgin Olive Oil Competition, 1101 W. McKinley Ave., Pomona, CA. 91768

For more information, contact our International Competitions Dept. (909) 865-4538, or email competitions@fairplex.com

www.LAOliveOilComp.com