LOS ANGELES INTERNATIONAL SPIRITS COMPETITION

PACKAGING DESIGN COMPETITION

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

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

Series - (minimum of 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.

Eye Candy – 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.

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

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

Foil & Metal – Outstanding use of foils and metals and/or engaging, embellishments that are dynamic and create drama.

Striking & Noteworthy – Packaging driven by thoughtful details and elements that are exceptional.

Judges Choice – Personal favorite for each judge.

Modern Classic – Best modern interpretation of a traditional style.

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

Entry in this competition is automatic when spirit is entered in the competition and requires no additional fee or entry information. Judges will assign categories during the judging process.

If a spirit 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 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