

Entries now open for 2018 Wine Label Design Awards and Beer Label Design Awards

South African wine and beer producers as well as design studios are invited to enter the fourth annual Wine Label Design Awards and the inaugural Beer Label Design Awards. The motivation for the competition is to reward outstanding design as an influence on wine and beer purchases.



WINE LABEL
DESIGN

DESIGN AWARDS

— EST 2015 —



BEER LABEL

DESIGN AWARDS

— EST 2018 —

The awards are sponsored by self-adhesive label supplier Rotolabel and are convened by *Winemag.co.za*. Cape Town advertising and design studio At Pace designed the logo and other collateral material.

Judging criteria and panel

Wines will be judged in four categories: 1) under R80 a bottle; 2) over R80 a bottle; 3) over R500 a bottle and 4) labels forming a series – no price constraints. Beers will be judged in two categories: 1) single labels and 2) labels forming a series.

Judging criteria include originality of concept, execution, shelf appeal and effectiveness as a piece of communication. Wine and beers must be commercially available and the minimum stock requirement is 100 six-bottle cases. Each entry must be accompanied by a 150-word creative rationale.

After official judging, finalists will then be displayed on *Winemag.co.za* for a set period to allow for consumer voting to determine a 'People's Choice' winner.

Judging panel:

Christian Eedes, editor, *Winemag.co.za*

Rebecca Constable, product developer for wine, Woolworths

Sean Harrison, executive creative director, Whitespace Creative

Carla Kreuser, freelance and previously creative director at The Jupiter Drawing Room

Bertus Basson, chef: Overture, Bertus Basson at Spice Route and Spek & Bone (for wine)

Lucy Corne, beer and travel writer (for beer)

Deadline for entries is 16 February and an entry fee depending on category applies. [Enter online now.](#)

For more, visit: <https://www.bizcommunity.com>