



2016 Wines & Vines Packaging Design Awards Juried Contest Rules & Information

As part of the third annual Wines & Vines Packaging Conference, *Wines & Vines* is sponsoring a contest to choose the most attractive and technically innovative wine packaging on the market. A jury of wine industry professionals will determine the winner for two awards:

1. The most shelf appeal, and
2. The most innovative wine package.

Wine industry packaging suppliers and graphic designers have the opportunity to be recognized as winners in the Supplier Contest. In addition to targeted exposure, bragging rights and a trophy, the winning entries will be featured in the October issue of *Wines & Vines* and featured at winesandvines.com.

Professionally Juried Categories

1. Most Innovative Package
2. Most Shelf Appeal

People's Choice

In addition to being entered in one of the categories above, the top 25 finalists will automatically be entered into the People's Choice category. The finalists will be displayed at the Wines & Vines Packaging Conference, where all attendees will have a chance to vote for the most innovative package and the package with the most shelf appeal.

How to Enter

Send your package, completed entry form and \$250 entry fee to *Wines & Vines*, Attention: Rebecca Arnn, 65 Mitchell Ave., Suite A, San Rafael, CA 94903 by **Friday, July 22, 2016**. If your package includes multiple pieces, please label the pieces that should be included in the contest. Please note that packaging samples will not be returned. Submission fees are non-refundable for any reason and are due at time of entry submission.

Rules and Eligibility

You are eligible to compete if you are a wine industry packaging supplier or graphic designer. You are limited to one submission for one category, but not both categories.

For the innovation category, the entry is eligible if it was developed to improve some aspect of wine packaging. The entry must be from a North American winery and have been for sale between Aug. 1, 2014, through July 31, 2016. No prototypes will be accepted. Entrants are encouraged to submit their entry as a finalized package to better demonstrate the innovation.

For the shelf appeal category, the package is eligible if it contains wine, was produced (filled) between Aug. 1, 2014, through July 31, 2016, and is currently available or was available to the general public between those dates. For purposes of this contest, submissions can include wine boxes, wine bottles, wine bags or cans. 3-liter maximum. No individual parts—complete packages only.

Please note that entry into the contest does not guarantee that the entered package will be displayed at the conference (see next section). *Wines & Vines* reserves the right to photograph any entry and reproduce it in publications, conference marketing efforts, on our website and social media.

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(866) 453-9701 • Fax: (415) 453-2517 • winesandvines.com • wvpack.com



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Professionally Juried Judging

The 2016 Wines & Vines Packaging Design Awards will be judged by a highly esteemed panel of wine industry and design industry experts.

The winners will be announced at the end of the Wines & Vines Packaging Conference.

Judging Criteria

Category: Most Innovative

Packages will be judged on their technical innovation, functionality and marketability.

Category: Most Shelf Appeal

Packages will be judged on their creativity, visual appeal, design functionality, appropriateness for its price segment and the package's ability to stand out in a crowded marketplace.

People's Choice Balloting

Each paid conference attendee who receives an entry badge will have a ballot tucked into their badge. The contest will be announced at the beginning of each scheduled session and at lunch. Each ballot will have space to vote for both categories. Voting will end at 2:30 p.m. All finalist packages (25 total) will be displayed in the contest area, not on your exhibit table. To encourage voting, one attendee's name will be pulled randomly from the ballots at 4:15 p.m. to receive a door prize.

Prior to the event, each finalist's submission will be photographed and numbered by *Wines & Vines*. A number will appear on or near the package. The package photo and number associated with that package will appear on screen in the main session hall on a continuous, rotating basis. The photo and the number will be printed, but not the company name or person entering a package, to keep the voting fair and anonymous.

Prizes

Each winner will be announced at the end of the Wines & Vines Packaging Conference on Aug. 17, 2016, and each will receive two engraved awards (one for your company and one for the winery being represented in your packaging entry). Your product will appear in the October issue of *Wines & Vines*, be featured at winesandvines.com and in all *Wines & Vines* social media outlets.

Wines & Vines Packaging Conference

Want to attend the Wines & Vines Packaging Conference? Visit wvpack.com to get more information and to register.

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