



WINE LABEL
**DESIGN
AWARDS**

— EST 2015 —

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THE WINE LABEL DESIGN AWARDS 2017

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ENTRY KIT

IMPORTANT DATES

17 February: Deadline for submission of entry forms and payments of fees

23 February: Delivery of wine samples

27 and 28 February: Judging

6 to 17 March: Online Consumer Voting

29 March: Announcement of the competition results

ENQUIRIES

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THE COMPETITION AND HOW IT WORKS

The motivation for the Wine Label Design Awards is to reward outstanding design as an influence on wine purchases. Judging criteria include originality of concept, execution, shelf appeal and effectiveness as a piece of communication.

There are four Categories of Entry:

1. A single wine selling for R80 or under a bottle
2. A single wine selling for over R80 a bottle
3. A single wine selling over R500 a bottle
4. Wines in a series – no price constraints

An administration fee of R350 per entry applies to category 1, 2 and 4 (in the case of category 4, the fee applies only once no matter how many wines in the series).

The entry fee for category 3 is R1000.

RULES

1. Only wines produced in South Africa may be entered. Labels designed outside the country are however allowed.
2. Completed entry forms must be submitted to Winemag.co.za by Friday 17 February.
3. A fee of R350 incl. VAT per entry applies to category 1, 2 and 4 and R1000 for category 3. The full amount must be paid online - click on the SHOP tab on Winemag.co.za homepage.
NO CASH OR CHEQUE PAYMENTS WILL BE ACCEPTED.
4. An entry sample takes the form of a bottle (or bottles in the case of series) bearing the actual label as it appears in the market place. This must be accompanied by 150-word creative rationale and a copy of the entry form. Samples must be delivered to 44 Liesbeek Avenue, Rosebank between 08h30 and 15h00 on Thursday 23 February. LATE SUBMISSIONS WILL NOT BE ACCEPTED.
5. Only commercially available wines may be entered. At least 100 six-bottle cases must be available from the date of entry until 30 April and this is subject to verification by the organisers. (does not apply to category 3 entries)
6. All entrants in categories 1, 2 and 4 must be able to supply 6 bottles of each entry for the awards ceremony, which must be supplied for free (this is not compulsory for category 3 entries). This applies to award winners only.
7. Entries for which no payment has been made will be disqualified. Entry fees are not refundable.



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2017 ENTRY FORM

Email to: winemagsa@gmail.com

(A copy of this entry form to accompany wine deliveries).

Class of Entry	Name and Vintage of Wine	Consumer Price incl. VAT

ENTRANT INFORMATION

Name of Wine Producer					
	Estate/Private Cellar		Producer-Wholesaler		Own Brand (supermarket/restaurant)
Design Firm Responsible for Label					
Contact Person for all Communication Relating to Wine Label Design Awards					
Telephone Number			Cell Number		
E-Mail Address					
INVOICE DETAILS Company					
Postal Address					
VAT Registration No					

WRITTEN RATIONALE

Each entry must be accompanied by a rationale describing the brief, concept and execution in 150 words or less.

PAYMENT MUST BE MADE ONLINE

Please select the correct category for your entry and make payment via the SHOP tab on Winemag.co.za homepage.