



WINE LABEL
DESIGN
AWARDS
— EST 2015 —

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BY



2017 Results

Convened by Winemag.co.za
#WineLabelDesignAwards

Introduction

The third annual Wine Label Design Awards proudly sponsored by self-adhesive label supplier Rotolabel were convened by Winemag.co.za. Labels are a vital component of product branding serving to identify ownership, show origins, describe contents and ultimately to persuade buyers. The motivation for the competition was therefore to reward outstanding design as an influence on wine purchases.

Methodology

Wines were judged in four categories: 1) R80 a bottle or under; 2) over R80 a bottle; 3) R500 a bottle and over and 4) labels forming a series. Judging criteria include originality of concept, execution, shelf appeal and effectiveness as a piece of communication.

A panel of five judges officiated, this made up as follows: Christian Eedes, editor of Winemag.co.za; Rebecca Constable, product developer for wine at Woolworths; Sean Harrison, executive creative director of Whitespace Creative; Margot Janse, outgoing executive chef at Le Quartier Français Hotel in Franschhoek; and Carla Kreuser, a creative director at The Jupiter Drawing Room.

A total of 88 entries were received, 45 of these emerging as finalists. Full results below.

Key findings

If the overall standard of entries in 2015 and 2016 was no more than fair, the feeling among the judges this time around was that the quality of work put forward was much improved.

How to explain this? To some extent, this must be a factor of the competition gaining more standing the longer it exists but perhaps more importantly there is a growing realisation among at least some sectors of the wine industry that there needs to be a focus on excellence across all aspects of operations in order to succeed. “You have to constantly raise your game to stay in business,” remarked Margot Janse, who started at Le Quartier Français in 1995.

Sean Harrison said he detected “better collaboration” between wine producers and designers. “Designers have had to up their wine knowledge and wine producers their design knowledge. There seems to be a lot more mutual professional respect,” he said.

The Wine Label Design Awards have always operated so as to reward work that is idea-based rather than purely decorative and to this end, employs a multi-disciplinary judging panel using a broad range of criteria to assess the work (originality of concept, execution, shelf/table appeal and effectiveness as a piece of communication).

This was something that Carla Kreuser particularly liked. “Approaching the work from so many different angles is to the competition’s credit. The best work for me typically contained a single-minded idea communicated clearly. I suspect some of the outcomes would be a bit different if you had panel consisting solely of designers.”

With strong ideas also came diversity – a shift away from generic design to more producers owning their individual stories. This, of course, is true to the South African wine industry and therefore very much welcomed by the panel. “When it comes to food in this country, we speak many different culinary

languages and it's exciting to see this starting to happen in wine," remarked Janse. It would appear that the South African wine industry is finally meeting the challenge of conveying a compelling sense of self to consumers, our history no longer a burden but a rich vein to mine.

GRAND PRIX

Single wine selling for over R80 a bottle

Black Oystercatcher Noble Late Harvest 2014

Design firm: Anthony Lane Design Consultancy

PEOPLE'S CHOICE AWARD

The Garajeest: Jim Semillon 2015 and Bruce Cabernet Franc 2015

Design firm: Whitespace Creative

GOLD AWARDS

Single wine selling for over R80 a bottle

Black Oystercatcher Noble Late Harvest 2014

Design firm: Anthony Lane Design Consultancy

Single wine selling for over R80 a bottle

David Nieuwoudt Ghost Corner The Bowline 2015

Design firm: Haumann Smal Design Studio

Single wine selling for over R80 a bottle

Thistle & Weed Duwweltjie Chenin Blanc 2016

Design firm: Fanakalo

Wines in a series

Christoffel Hazenwinkel (Hazendal): The White Blend 2016, The Rosé 2016, The Red Blend 2016,

Design firm: Whitespace Creative

SILVER AWARDS

Single wine selling for R80 a bottle or under

Craft & Origin Organic White 2016

Design firm: Bravo Design

Single wine selling for R80 a bottle or under

Vino Baruzzo Novello 2015 (Mooiplaas)

Design firm: Haumann Smal Design Studio

Single wine selling for over R80 a bottle

Diemersdal Wild Horseshoe Sauvignon Blanc 2016

Design firm: Anthony Lane Design Consultancy

Single wine selling for over R80 a bottle

La Rêve Natural Sweet NV (Saxenburg)

Designer: Clementina

Single wine selling for over R80 a bottle

Spice Route The Amos Block NV

Design firm: Jane Says

Single wine selling for R500 a bottle or over

Dirty Little Secret 2015 (Ken Forrester Wines)

Design firm: Brandtree

Wines in a series

Craft & Origin

Design firm: Bravo Design with Just Design

Wines in a series

Fairview Bloomcool

Design firm: Jane Says

Wines in a series

Like Father Like Son (Bon Courage)

Design firm: IWanted Design

Wines in a series

Nitida

Design firm: Fanakalo

Wines in a series

The Fishwives Club

Designer: Patrick Robertson

Wines in a series

The Garajeest: Jim Semillon 2015 and Bruce Cabernet Franc 2015

Design firm: Whitespace Creative

BRONZE AWARDS

Single wine selling for R80 a bottle or under

Craft & Origin Organic Red 2015

Design firm: Just Design

Single wine selling for R80 a bottle or under

Fairview Extraño 2013

Design Firm: Jane Says

Single wine selling for R80 a bottle or under

Jason's Creek Classic Red 2015

Design firm: Fanakalo

Single wine selling for over R80 a bottle

Alphabetical Vin Blanc 2016

Design firm: Owl & Vine Brands and Chris Moore

Single wine selling for over R80 a bottle

Babylonstoren Babel 2015

Designer: Karen Roos

Single wine selling for over R80 a bottle

Babylonstoren Mourvèdre Rosé 2016

Designer: Karen Roos

Single wine selling for over R80 a bottle

David Nieuwoudt Ghost Corner Wild Ferment Sauvignon Blanc 2015

Design firm: Haumann Smal Design Studio

Single wine selling for over R80 a bottle

Diemersdal Sparkling Sauvignon Blanc

Design firm: Haumann Smal Design Studio

Single wine selling for over R80 a bottle

La Bri 1045 Bottles Syrah 2013

Design firm: Rob Taylor Design

Single wine selling for over R80 a bottle

Ms P Pinot Noir Rosé 2016 (Iona)

Design firm: Whitespace Creative

Single wine selling for over R80 a bottle

Nitida Golden Orb 2015

Design firm: Fanakalo

Single wine selling for over R80 a bottle

Nitida The Tinkery 2016

Design firm: Fanakalo

Single wine selling for over R80 a bottle

Solace Syrah 2014 (Iona)

Design firm: Whitespace Creative

Single wine selling for over R80 a bottle

Stand Alone Pinot Noir 2014

Designer: Patrick de Nobrega

Wines in a series

Alphabetical: Vin Blanc 2016 and Vin Ordinaire 2012

Design firm: Owl & Vine Brands and Chris Moore

Wines in a series

Beaumont The Kin Series

Design firm: Whitespace Creative

Wines in a series

Cloudfall 2016 and Gentle Giant 2010 (Haut Espoir)

Design firm: Fanakalo

FINALISTS

Single wine selling for R80 a bottle or under

Aan de Doorns Cape Ruby 2015

Design firm: The MARK Studio

Single wine selling for R80 a bottle or under (CHECK PRICE)

Lothian Riesling 2012

Design firm Antony Lane Design

Single wine selling for R80 a bottle or under

Spyseniensberg 2013 (Montpellier)

Design firm: Haumann Smal Design Studio

Single wine selling for R80 a bottle or under

The Bean Coffee Pinotage 2015 (Mooiplaas)

Design firm: Haumann Smal Design Studio

Single wine selling for over R80 a bottle

Beyerskloof Traildust 2015

Design firm: Fanakalo

Single wine selling for over R80 a bottle

David Nieuwoudt Ghost Corner Woolworths Sauvignon Blanc 2016

Design firm: Haumann Smal Design Studio

Single wine selling for over R80 a bottle

Erasmus Family Red Blend 2014

Design firm: Jane Says

Single wine selling for over R80 a bottle

Cloudfall 2016 (Haut Espoir)

Design firm: Fanakalo

Single wine selling for over R80 a bottle

Gentle Giant 2010 (Haut Espoir)

Design firm: Fanakalo

Single wine selling for over R80 a bottle

La Bri Sauvage Blanc de Blancs 2011

Design firm: Rob Taylor Design

Single wine selling for over R80 a bottle

Marras Grenache 2016

Design firm: Haumann Smal Design Studio

Single wine selling for over R80 a bottle

Painted Wolf Lycaon Grenache 2015

Design firm: Lori Bentley Design and Illustrations