

THE BEER LABEL DESIGN AWARDS 2018

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ENTRY KIT

IMPORTANT DATES

15 February: Deadline for submission of entry forms

15 February: Deadline for payment of fees on invoice

16 February: Delivery of wine samples

20, 21 and 22 February: Judging

26 February - 9 March: Online voting

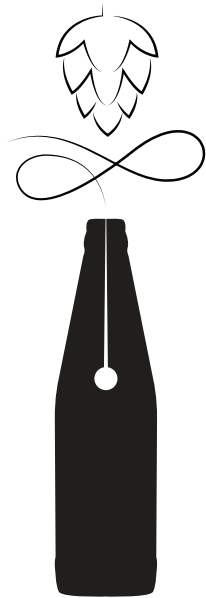
14 March: Announcement of the competition results

ENQUIRIES

Contact: Christian Eedes - 083 454 3644

Jacqueline Lahoud - 083 654 7721

Email: winemagsa@gmail.com or jax@winemag.co.za



BEER LABEL DESIGN AWARDS

EST 2018

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THE COMPETITION AND HOW IT WORKS

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

There are two Classes of Entry

1. A single beer.
2. Beers in a series - no price constraints

An administration fee of R550 per entry applies.

RULES

1. Only beer produced in South Africa may be entered. Labels designed outside the country are however allowed.
2. Completed entry forms must be emailed to winemagsa@gmail.com by 15 February.
3. A fee of R550 incl. VAT per entry applies and the full amount must be paid online or by EFT (electronic payment) on invoice from the Wine Label Design Awards by Wednesday 21 February. See entry form for banking details. **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 Road, Rosebank, Cape Town between 08h30 and 15h00 on Friday 16 February. **LATE SUBMISSIONS WILL NOT BE ACCEPTED.**
5. Only commercially available beers may be entered. At least 100 cases must be available from the date of entry until 31 March and this is subject to verification by the organisers.
6. All entrants must be able to supply 24 bottles of each entry for the awards ceremony, which must be supplied for free. This applies to award winners only.



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ENTRY FORM

Email to: winemagsa@gmail.com

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

Class of Entry	Name of Beer	Consumer Price incl. VAT

ENTRANT INFORMATION

Name of Beer Producer	
Design Firm Responsible for Label	
Design Firm E-Mail Address	
Contact Person for all Communication Relating to Beer 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

Account Name: Winemag (Pty) Ltd.
 Name of Bank: Nedbank
 Branch number: 10470900
 Account No: 113 674 0015
 Ref: Your invoice number and company name