



WINE LABEL
**DESIGN
AWARDS**

— EST 2015 —

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THE WINE 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



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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 Classes of Entry:

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

An administration fee of R550 per entry applies (in the case of category 4, the fee applies only once no matter how many wines in the series).

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 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 via EFT (electronic payment) on invoice from the Wine Label Design Awards by 15 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, Rosebank, Cape Town between 08h30 and 15h00 on Friday 16 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 31 March and this is subject to verification by the organisers.
6. All entrants must be able to supply 12 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 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		
Design Firm E-Mail Address		
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

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