



BEER LABEL
DESIGN
AWARDS

— EST 2018 —



rotolabel

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2018 Results

Convened by Winemag.co.za
#WineLabelDesignAwards

Introduction

The inaugural Beer 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

Beers were judged in two categories: 1) single beer; and 2) beers in 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; Lucy Corne, beer judge and writer; Sean Harrison, non-executive creative director of Whitespace Creative and independent consultant; and Carla Kreuser, independent graphic designer and illustrator.

A total of 56 entries were received, 42 of these emerging as finalists. Full results below.

Key findings

This being the first year of the Beer Label Design Awards, the judges were gratified by the number of entries. However, while some three-quarters of the work were considered better than average going through to the second and final round of judging, there was only one entry to win gold (the series from Durbanville outfit The Kennel Brewery).

Much of the packaging seemed intent on being disruptive but this often seemed to be at the expense of integrity. It is estimated that South African Breweries, the South African arm of global brewing giant AB InBev, controls 90% of the domestic market, and it seems that a lot of the independent breweries set up their brand first and foremost in defiance of this.

Unfortunately, this often leads to a lack of judgement when it comes to label design. Judges were concerned that some of the entries appeared immature from a marketing perspective while others seemed leftfield for the sake of it. A lot of work felt instantly appealing but ultimately disposable.

There generally didn't seem enough effort to communicate the merits of the actual product or the credentials of the person responsible for making it. Too many entrants, the judges felt, missed the opportunity to engage with consumers and give them a concrete reason to make a purchase. "If you're putting extraordinarily good contents in mediocre packaging, you're letting yourself down as a producer," was the observation of seasoned judge Sean Harrison.

As for why the series from The Kennel Brewery won gold, the judging panel appreciated it for an original and fun idea taken as far as possible in terms of design execution. While the names of the various individual beers depend on puns, these were deemed genuinely funny and overall the production values are high. Everything taken together, this entry stood out plainly from the rest.

GRAND PRIX

No award.

PEOPLE'S CHOICE AWARD

Lakeside Brewing Co: 783 Pale Ale, Festival Oktoberfest Lager, Out of Office Belgian Blonde, Summer Red Session IPA

Design firm: Jenny Glazier

GOLD AWARD

Beers in a series

The Kennel Brewery: Alesation India Pale Ale, Bierboel Belgian Milkshake, Beernard California Common, LagedorIndia Red Lager, Malt yeast Poodle Witbier, Porter Collie Smoked Porter

Designer: Peter Fabricius

SILVER AWARDS

Single beer

Darling Brew Slow Beer

Design firm: Space Design

Single beer

Devil's Peak Up and Away Lager

Design firm: Adam Hill

Single beer

Posion City The Other Bird Czech Dark Lager

Design firm: unagency

Single beer

Poison City The Punk Rocker English Pale Ale

Design firm: unagency

Single beer

Soweto Gold

Design firm: At Pace Design & Advertising

Single beer

The Red Rock Brewing Company Rusty Trigger Lager

Design firm: Switch

Single beer

The Red Rock Brewing Company Nine Inch Ale

Design firm: Switch

Beers in a series

Clockwork Brewhouse: English Best Bitter, Golden Elderflower Ale, Märzen German Lager, Schwarzbier
German Lager

Designer: Dominic Strauss

Beers in a series

Lakeside Brewing Co: 783 Pale Ale, Festival Oktoberfest Lager, Out of Office Belgian Blonde, Summer
Red Session IPA

Design firm: Jenny Glazier

Beers in a series

Mitchell's: 90 Shilling Ale, Bosun's Pale Ale, Forester's Lager, Milk & Honey Ale, Old Wobbly Strong Lager,
Raven Stout

Design firm: The Butcher's Shop

BRONZE AWARDS

Single beer

Buurman Mr Hoppy Face

Design firm: Adamsrib Creative Solutions

Single beer

Darling Brew Bone Crusher

Design firm: Space Design

Single beer

Little Wolf Hoppy Wheat

Designer: Adam Hill

Single beer

Mad Giant Lager

Design firm: Juan Jubber – Creative Natives

Single beer

Mountain Brewing Co. Cape Kraken Belgian Amber Ale

Design firm: Easthouse Design

Single beer

Mountain Brewing Co. Cherry Stumpie

Design firm: Easthouse Design

Single beer

Posion City The Bird Lager

Design firm: unagency

Single beer

Spilhaus Lager Then Life

Designers: Spilhaus Brewery/Tim Evans

Single beer

Stellenbosch Brewing Co. Hoenderhok Bock

Design firm: MARK Studio

Single beer

Stellenbosch Brewing Co. Mass Hoppiness Up, Up & IPA

Design firm: Jane Says

Single beer

Striped Horse Lager

Designer: Peet Pienaar

Single beer

The Red Rock Brewing Company Bad Moon Crystal Weiss

Design firm: Switch

Single beer

The Red Rock Brewing Company Firebird IPA

Design firm: Switch

Single beer

The Red Rock Brewing Company Storm Rider Pilsner

Design firm: Switch

Beers in a series

Fraser's Folly: India Pale Ale, Moer Koffie Stout, Pale Ale, Pilsner, Weizen

Designer: Luke Ritchie

Beers in a series

Little Wolf: Cape Dry Tonic, Hibiscus Cider, Hoppy Wheat, Virgin Cider

Designer: Adam Hill

Beers in a series

Poison City: The Bird Lager, The Other Bird Czech Dark Lager, The Punk Rocker English Pale Ale

Design firm: unagency

Beers in a series

Stellenbosch Brewing Co. Mass Hoppiness Up, Up & IPA, Hoenderhok Bock

Design firm: Jane Says/MARK Studio

Beers in a series

The Red Rock Brewing Co.: Bad Moon Crystal Weiss, Dusty Trigger Lager, Firebird IPA, Nine Inch Ale, Storm Rider Pilsener

Design firm: Switch

FINALISTS

Single beer

Bridge Street Brewery Valley Light Lager

Design firm: Strategy

Single beer

Darling Brew Rogue Pony

Design firm: Space Design

Single beer

Long Beach Dawn Patrol Amber Lager

Design firm: This is South

Single beer

Mountain Brewing Co. Loadshed Lager

Design firm: Easthouse Design

Single beer

Red Sky Brew Grip 'n Lager

Designer: Chantelle Mathews

Single beer

SAB Carling Black Label

Design firm: Berge Farrell Design

Single beer

SAB Castle Free Alcohol-Free Lager

Design firm: Berge Farrell Design

Beers in a series

1000 Hills: The Cheerleader Amber Ale, The Dean Gold Star Pilsner, The Foreign Exchange Student Belgian Ale, The Graduate India Pale Ale, The Quarterback American Pale Ale

Design firm: Brand Candy

Beers in a series

Long Beach Bombshell Blonde Ale, Dawn Patrol Amber Ale, Deep Water Porter, Green Room India Pale Ale

Design firm: This is South

Beers in a series

Red Bridge Pioneer Series: Prospector Golden Ale, Quartermaster India Pale Ale, Woodcutter's Saison Ale

Design firm: 2Heads Advertising

Beers in a series

Red Sky: The Grip'n Lager, The Messer Weiss

Designer: Chantelle Mathews

Beers in a series

The Italian Job Brewery Le Grand Cinque: Amicizia Weiss, Amore Amber Ale, Famiglia Pilsner, Forza IPA

Design firm: Easthouse Design