



BEER LABEL  
DESIGN AWARDS  
2019



## THE BEER LABEL DESIGN AWARDS 2019

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### ENTRY KIT

#### IMPORTANT DATES

Deadline for submission of entry forms: 14 February 2019

Deadline for payment of fees (online/eft): 15 February 2019

Delivery of beer samples: 15 February 2019

Judging: 21 and 22 February 2019

Announcement of the competition results: 13 March 2019

#### ENQUIRIES

Contact: Christian Eedes | Jacqueline Lahoud

Tel: 083 454 3644 | 083 654 7721

Email: [winemagsa@gmail.com](mailto:winemagsa@gmail.com) or [jax@winemag.co.za](mailto:jax@winemag.co.za)



## 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 for beer:

1. A single beer.
2. Beer labels in a series.

An administration fee of R665 incl. VAT per entry applies (in the case of class 2, the fee applies only once no matter how many beers in the series).

## RULES

1. Only beers 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](mailto:winemagsa@gmail.com) by Friday 15 February 2019.
3. A fee of R665 incl. VAT per entry applies and the full amount must be paid online by credit card or EFT (electronic payment), using Winemag Shop by Friday 15 February 2019. Purchase your entry through Winemag Shop by selecting Beer Label Design Awards (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 between 08h30 and 15h00 on Friday 15 February 2019. **LATE SUBMISSIONS WILL NOT BE ACCEPTED.**
5. Only commercially available beers may be entered. At least 50 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 up to 18 bottles of each entry for the awards ceremony. This applies to award winners only.
7. Entries for which no payment has been made will be disqualified. Entry fees are not refundable.



## 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 Email Address	
Contact Person for all Communication Relating to Beer Label Design Awards	
Telephone Number	Cell Number
Email 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