



BEER LABEL
DESIGN AWARDS
2019

rrotolabel

synchron **UPMRAFLATAC**
JUST IMAGINE

Convened by Winemag.co.za

INTRODUCTION

The second annual Beer Label Design Awards, proudly sponsored by self-adhesive label supplier Rotolabel with Synchron and UPM Raflatac in a secondary capacity, 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 beer 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; Franck Dangereux, chef and co-owner of The Foodbarn at Noordhoek Farm Village; Rudi de Wet, graphic artist; Greg Gilowey of Beer Country; and Sean Harrison, advisor to brand consultancy Graft.

A total of 31 entries were received, 15 of these receiving awards. Full results below.

KEY FINDINGS

Number of entries were significantly down compared to 2018, the first year the Beer Label Design Awards were held, but quality was up. Greg Gilowey of Beer Country, SA's first brand dedicated to "all things beer, food and fire", commented that while the craft beer industry was currently embattled due to a variety of tough trading conditions, there was a growing realisation that good packaging design was a crucial bridge between brewer and consumer and that this typically required some financial investment.

A general misgiving that the judging panel had about the less successful work was that it appeared unresolved. Many of the craft beer producers position themselves in opposition to the large corporate breweries and there is very much a rebellious, anti-establishment ethos within the segment. Unfortunately, this "no rules" mentality sometimes leads to slightly incoherent design when it comes to the labels – the panel was at pains to reward work that was concept-based, carefully considered and well crafted.

PEOPLE'S CHOICE AWARD

Beers in a series

Karoo Craft Breweries Core Series: The Impala American Pale Ale, The Jackal India Pale Ale, The Kudu Lager, The Oryx Weiss

Design firm: VR Graphics

GOLD AWARDS

Single beer

Hoghouse Brewing Co. Haybale Saison

Design firm: Fanakalo

Beers in a series

Flatrock: Blonde Ale, Irish Red, Lager, Pilsner

Design firm: White Space Creative

SILVER AWARDS

Single beer

De Grendel Three Spades Cider

Design firm: ALDC

Single beer

Nobleman Brewing Co. Checkup Charlie Light Ale

Design firm: Switch

Single beer

Nobleman Brewing Co. DJ Masheshes IPA

Design firm: Switch

Single beer

Nobleman Brewing Co. Peleton Pete Saison

Design firm: Switch

Single beer

Nobleman Brewing Co. Farmer Fred Lager

Switch

Single beer

Spilhaus Märzen Lager

Design firm: Spilhaus Brewery

Single beer

Spilhaus Premium Lager

Design firm: Spilhaus Brewery

Beers in a series

Karoo Craft Breweries Core Series: The Impala American Pale Ale, The Jackal India Pale Ale, The Kudu Lager, The Oryx Weiss

Design firm: VR Graphics

Beers in a series

Nobleman Brewing Co.: Checkup Charlie Light Ale, DJ Masheshes IPA, Farmer Fred Lager, Peleton Pete Saison

Design firm: Switch

Beers in a series

Spilhaus Märzen Lager; Premium Lager

Design firm: Spilhaus Brewery

BRONZE AWARDS**Single beer**

Dissident Golden Ale

Design firm: #BEERTIME

Beers in a series

Blouberg Brewery: Island View IPA, Kite Surfer Belgium Strong, Off The Clock Blond, Shore Break Saison

Design firm: Frolik

Beers in a series

Broers Brew Solid

Design firm: White Space Creative

COMMENDED**Beers in a series**

The Italian Job: Amicizia Weiss, Amore Amber Ale, Famiglia Pilsner, Forza IPA, Gioia Dark Lager

Design firm: Leah de Jager