



WINE LABEL
DESIGN AWARDS
2019

 **rotolabel**

synchron **UPMRAFLATAC**
JUST IMAGINE

Convened by Winemag.co.za

INTRODUCTION

The fifth annual Wine 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 wine purchases.

METHODOLOGY

Wines were judged in four categories: 1) R80 a bottle or under; 2) over R80 a bottle; 3) R500 a bottle and over and 4) labels forming 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, specialist buyer for wine at Woolworths; Franck Dangereux, chef and co-owner of the Foodbarn at Noordhoek Farm Village; Sean Harrison, advisor to brand consultancy Graft; and Carla Kreuser, independent graphic designer and illustrator.

A total of 83 entries were received, 30 of these receiving awards.

KEY FINDINGS

The quality of work continues to improve year on year, judge Carla Kreuser moved to comment that she felt South African wine was increasingly “coming of age” in the sense that the far more entries appeared to be based on an original concept executed with confidence rather than being derivative or clichéd.

That said, much of the work sought to convey the uniqueness of a particular wine or range of wine’s geographic origins. This, of course, is perfectly logical as terroir or the importance of provenance is a central tenet of wine appreciation but how to execute in a way that hasn’t been done before? Designers too often resort to some sort of image of the landscape, no further idea deemed necessary, and such labels quickly become predictable. Place of origin as a means of differentiation in the market place should be a departure point rather than an end in itself when embarking on the design process.

In previous years, wines set to sell at entry level have tended to disappoint, lacking taste and intellectual interest, and this was unfortunately again the case this year, the notable exception being the bag-in-box entry from Ben Wren Wine Co. designed by The Butcher’s Shop, which would look good in even the best stocked domestic fridges.

Having said that designers were not overly inclined to follow trends, it was quite extraordinary how many executions incorporated a gun metal grey/steel colour scheme, the consequence being a loss of distinctiveness. Visiting a couple of retail outlets and seeing what’s already on the shelves before undertaking a design job would surely avoid this pitfall.

What of the Grand Prix? The Wine Thief brand sees sommelier-at-large Ewan Mackenzie collaborating with various producers across the country to put together small-batch wines. Each label is the same design although the background colour and the corresponding wax capsule change as the individual wine changes.

The design of the labels incorporate elements of three different 1948 Ordinance Survey maps overlaid on top of each other, these being the contour lines of the Slanghoek valley, the river systems of Bot River and the farm lines of the Paardeberg – what Mackenzie and design firm Studio Collective succeed in communicating is that he is utterly committed to terroir but in a way that is easily reproducible and hence cost-effective. The printing of the labels itself is also such as to save money while still looking premium. A final touch are the wine boxes – Mackenzie rather cheekily recycles those from other, more established producers turning them inside out and then spray-painting them with his own logo. The judges very much liked how this went towards addressing the important issue of sustainability.

GRAND PRIX

The Wine Thief: Cape White Blend 2017, Chardonnay 2016, Chenin Blanc 2013, Pinot Noir 2014, Roussanne 2017

Design firm: Studio Collective

PEOPLE'S CHOICE AWARD

Black Elephant Vintners & Co. The Honey Thief

Design firm: Trompe Le Monde

GOLD AWARDS

Single wine selling for R80 a bottle or under

Ben Wren Wine Co. Sauvignon Blanc 2018 3L

Design firm: The Butcher's Shop

Single wine selling for over R80 a bottle

Simonsig "50" Steen 2017

Design firm: ALDC

Single wine selling for over R80 a bottle

Orpheus & The Raven Old Bush Vine Chenin Blanc 2017 (The Vinoneers)

Design firm: Bravo Design

Single wine selling for over R500 a bottle

Plaisir de Merle Signature Blend 2012

Design firm: Just Design

Wines in a series – no price constraints

Orpheus & The Raven: Old Vine Chenin Blanc 2017, The Swansong Gewürztraminer 2016, No. 42 2017 (The Vinoneers)

Design firm: Bravo Design

Wines in a series – no price constraints

The Wine Thief: Cape White Blend 2017, Chardonnay 2016, Chenin Blanc 2013, Pinot Noir 2014, Roussanne 2017

Design firm: Studio Collective

Wines in a series – no price constraints

Schultz Family Wines: Dungeons Cabernet Sauvignon 2016, Pepper Street Syrah 2017, Skeleton Bay Chenin Blanc 2018

Design firm: Janneman Solms

SILVER AWARDS

Single wine selling for over R80 a bottle

Black Elephant Vintners & Co. The Honey Thief

Design firm: Trompe Le Monde

Single wine selling for over R80 a bottle

Groote Post Salt of the Earth Shiraz Cinsault 2015

Design firm: ALDC

Single wine selling for over R80 a bottle

Groote Post Seasalter 2018

Design firm: ALDC

Single wine selling for over R80 a bottle

Oak Valley Groenlandberg Pinot Noir 2017

Design firm: ALDC

Single wine selling for over R80 a bottle

Orpheus & The Raven Swansong Gewürztraminer 2016 (The Vinoneers)

Design firm: Bravo Design

Single wine selling for over R80 a bottle

Schultz Family Wines Pepper Street Syrah 2017

Design firm: Janneman Solms

Single wine selling for over R80 a bottle

Sijnn Red 2015

Design firm: White Space Creative

Single wine selling for over R80 a bottle

Tesselaarsdaal Pinot Noir 2018

Design firm: Pearly Yon: Simone Hodgkiss

Single wine selling for over R500 a bottle

Plaisir de Merle Charles Marais 2013

Design firm: Just Design

Single wine selling for over R500 a bottle

Tokara Telos 2015

Design firm: ALDC

Wines in a series – no price constraints

Oldenburg Vineyards: Cabernet Franc 2015, Chardonnay 2018, Syrah 2015

Design firm: White Space Creative

BRONZE AWARDS

Single wine selling for over R80 a bottle

Arbeidsgenot Shiraz 2017 (Meerhof)

Design firm: Melanie Uys Design Studio

Single wine selling for over R80 a bottle

Cavalli The Foal Chardonnay 2016

Design firm: Lauren Smith and Kim van Vuuren

Single wine selling for over R80 a bottle

Hazendal Chenin Blanc 2017

Design firm: TWO AM

Single wine selling for over R80 a bottle

Old Road Wine Co. Pardonnez-Moi Cinsaut 2018

Design firm: Switch

Single wine selling for over R80 a bottle

Sijnn White 2017

Design firm: White Space Creative

Single wine selling for over R80 a bottle

Spider Pig Roam Piggy Roam 2015

Design firm: Kelsie Blake/Publicis Machine

Wines in a series – no price constraints

<CL°: Red Blend 2017, White Blend 2018 (Oldenburg Vineyards)

Design firm: White Space Creative

Wines in a series – no price constraints

Backsberg Tread Lightly: Chenin Blanc 2018, Pinotage 2017, Rosé 2018

Design firm: Fanakalo

Wines in a series – no price constraints

Klippenkop: Cabernet Sauvignon 2018, Chenin Blanc 2018, Merlot 2017, Pinotage 2016

Design firm: Frolik

Wines in a series – no price constraints

Oak Valley: Beneath The Clouds 2018, Fountain of Youth 2018, Sounds of Silence 2017, Stone & Steel 2018

Design firm: ALDC

Wines in a series – no price constraints

The Grapesmith: Die Kluisenaar 2016, Mediterraneo 2016 (Simonsig)

Design firm: ALDC

Wines in a series – no price constraints

Woolworths Signature Series: Chardonnay from De Wetshof 2017, Pinotage from Beyerskloof 2017, Sauvignon Blanc from Savage Wines 2018

Design firm: Woolworths Design Agency

COMMENDED

Single wine selling for over R80 a bottle

Black Elephant Vinters & Co. The Dark Side of the Vine 2016

Design firm: Trompe Le Monde

Single wine selling for over R80 a bottle

Botha Wynkelder Amyah Chenin Blanc 2018

Design firm: Kelly Squirrel

Single wine selling for over R80 a bottle

Focal Point Chardonnay 2017

Design firm: Adam's Rib

Single wine selling for over R80 a bottle

Hazendal Scarlet Sails MCC 2014

Design firm: TWO AM

Single wine selling for over R80 a bottle

Old Road Wine Co. Le Courier Chenin Blanc 2018

Design firm: ALDC

Single wine selling for over R80 a bottle

Rondekop by Oldenburg Vineyards Stone Axe 2015

Design firm: White Space Creative

Wines in a series – no price constraints

Black Elephant Vinters & Co.: Timothy White 2016, Nicholas Red 2016

Design firm: Trompe Le Monde

