



2011 International Review of Spirits Packaging Competition

The Beverage Testing Institute announces: The 2011 Spirits, Mixer, & RTD Packaging Competition

The International Review of Spirits is the largest, and most respected, year round, independent spirit competition in North America and one of the most effective marketing platforms for spirits, RTDs, and mixers in the US.

The packaging competition is open to all **commercially-produced spirits, RTDs, or mixers** whether or not they were entered into the 2011 International Review of Spirits Competition tastings. The judges will be experienced representatives from top US design firms, retailers, and nightclubs.

Register by **December 2nd**; Samples are due by **December 9th**.

There will be three separate entry categories for spirits, mixers, and RTDs respectively for **Bottle Design, Gift Box Design, and Case Design**.

Bottle, Gift Box, and Case entries will be scored on the basis of the following design element categories:

Creativity—Fresh and original concepts and execution

Graphic Design—Images, text, and arrangement thereof

Form—Shape, texture, and mass

Style—Relationship of the package elements to the character of the product and its projected image

Functional Innovation—Technological, pragmatic, and design breakthroughs

Gold, Silver, and Bronze Medals will be awarded to the winners of each design element category as well as the **Overall Best Bottle, Best Gift Box, Best Case Design** awards for spirits, mixers, and RTDs, respectively.

Please complete the enclosed form and fax it back to BTI at **312-226-7858**. Ship one bottle, gift box or case of each entry to BTI: 910 W. Van Buren Suite 5000, Chicago IL 60607. Results will be sent out to participants at the end of January 2012. Products that do not receive a medal will not be published.

What this means for you:

Gold, Silver, Bronze, and Best of Category medalists will receive frameable award certificates

Multi-media distribution of the results in:

- *Tastings.com* (over 75,000 unique users per month.)
- *Restaurant Hospitality*, the leading restaurant trade magazine
- Press release to national food and beverage media in early 2012.

Ability to license BTI's name, results, and logos for P.O.S. and marketing materials.

**Any Questions? Contact Ron Montonera 312-226-7857
ronmontonera@tastings.com**



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Fax this completed form back to **312-226-7858** by **December 2nd**. **Samples must arrive by December 9th.**

Sample Shipping Address: BTI, 910 W. Van Buren, Ste 5000, Chicago IL 60607 (One bottle or gift box per entry)

Direct any questions to Ron Montonera. Tel: 312-226-7857; Email: ronmontonera@tastings.com

1) Product Information: **Spirit** **Mixer** **RTD**

Suggested retail price in U.S. dollars: \$.....

Complete product name as it appears on the label:.....

Brand Name:.....

Commercial Distillery or Producer Name:.....

Nation and area of origin (if applic):.....

Degrees Proof:.....

Designer:.....

Design Firm—Name and Location:.....

Categories Entered: **Bottle** **Gift Box** **Case** (Ship one bottle, box or case for each entry)

2) Payment:

\$200 per product per category (e.g. 1 bottle entry=\$200; 1 bottle and 1 gift box entry=\$400)

Payment is due before results are released. US currency only. Make checks to BTI.

Check enclosed Check sent separately Mastercard Visa Amex

Card number _____ Expiration date _____

Cardholder name printed clearly _____

3) Entered by:

(Results will be sent to this person by mail. Please make corrections as needed)

Name: _____ ,

Company: _____

Address: _____

City/St/Zip: _____

Tel: _____

Fax: _____

E-mail: _____

Website: _____

To stop receiving faxes about upcoming reviews, please check this box and fax back to 312-226-7858