



World Wine Championships Wine Packaging Competition

The Beverage Testing Institute announces: The 2011 WWC Wine Packaging Competition

BTI conducts the one of the most respected wine reviews in North America and provides an effective marketing platform for domestic and international wines in the marketplace.

BTI's packaging contest is open to all wines from around the world, whether or not they were entered into the 2011 World Wine Championships' tastings. The judges will be experienced representatives from design firms, retailers, and restaurateurs. Registration forms are due by **December 2nd**. Samples are due by **December 9th**.

There will be five categories of competition: **Paper Wine Label Design, Etched or Embossed Wine Label Design, Wine Bottle Design, Gift Box and Wine Case Design.**

Entries in each category will be scored on the basis of the following design elements:

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

One Gold, Silver, and Bronze Medal will be awarded to the winners of each design element category as well as Overall Best Bottle, Best Gift Box, and Best Case Design.

The competition will be for commercially produced and available wine labels and package presentations. Please complete the enclosed form and fax it back to BTI at **312-226-7858**. Ship one bottle 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 Products that do not receive a medal will not be published.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, and Bronze medalists will receive frameable award certificates

Multi-media distribution of the results in:

- Homepage Feature on Tastings.com (over 75,000 unique users per month.)
- *Restaurant Hospitality* the largest national restaurant trade magazine.
- Press release to national food and beverage media in late January 2012.

Ability to license BTI 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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2011 WWC Wine Packaging Competition Entry Form

Complete one form per product and fax to **312-226-7858** by **December 2nd**. Ship samples by **December 9th**.

Sample Shipping & Payment Address: BTI, 910 W. Van Buren, Ste. 5000 Chicago, IL 60607

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

1) Product Information: (If you are entering multiple wines, please use a separate form)

Complete Wine Name:.....
Brand Name:.....
Varietal:.....
Commercial Winery or Producer Name:.....
Nation and Appellation:.....
US Retail Price:.....
Designer:.....
Design Firm—Name and Location:.....

Categories Entered: Paper Label Etched or Embossed Label Bottle Gift Box Case
(For label or bottle entries, ship **one** bottle. For case entries, ship **one** empty case.)

2) Payment:

\$75 per category entered per product (e.g. \$75 for a label entry; \$150 for a label & case entry)
Payment is due before results are released. US currency only. Make checks out to BTI.
<input type="checkbox"/> Check enclosed <input type="checkbox"/> Check sent separately <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> 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 & Title: ,
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