

THE
**WINE
DESIGN
CHALLENGE**
2020

DRINKS
INTERNATIONAL

WWW.DRINKSINT.COM

THE WINE DESIGN CHALLENGE 2020



There is no doubt that design is a vital ingredient to the success of any wine brand. Great design and packaging will successfully communicate a brands image, wine's origins and provenance and in turn, this can have a massive impact on sales. First impressions count, which is why the design of any wine brand is crucial.

We are in search of new and repackaged designs and initiatives for wine brands across the globe. Entries are welcome from wine producers, design agencies or associated companies.

Entries will be assessed by an expert panel of judges which comprise of wine retailers, wine writers, graphic designers, art directors and on- and off-trade professionals.

Each entry will be judged against its execution of the objectives, initial impact, originality, creativity, innovation and relevance to target market.

CATEGORIES

COMPANIES CAN ENTER BRANDS EITHER AS INDIVIDUAL PRODUCTS OR PRODUCT RANGES INTO ANY OF THE FOLLOWING CATEGORIES:

NEW DESIGN OF A WINE BRAND

This category celebrates the best overall design for a wine brand launched in the past twelve months. This encompasses the label, brand image and overall presentation of the bottle. We are in search of the design which successfully executes the objectives set within its original brief. If entering a range, the relevance to each grape variety and how well each design works together will be considered.

REPACKAGED WINE BRAND DESIGN

We are in search of the best overall design of an existing wine brand that has been repackaged in the past twelve months. This encompasses the label, brand image and overall presentation of the bottle. This award will recognise the design which successfully executes the reasons for change set within its original brief.

DESIGN A FOR SPARKLING WINE BRAND

This category recognises the best design for a sparkling wine brand. Entries will be assessed on relevance to the sector, label, brand image and overall presentation of the bottle.

ALTERNATIVE WINE PACKAGING DESIGN

Wine brands now showcase many alternative packaging designs ranging from wine boxes, pouches, cartons and cans. This category recognises the best design that successfully communicates a brand's identity through alternative and non traditional packaging.

DESIGN FOR A FORTIFIED WINE BRAND

All varieties of fortified wines will be judged and assessed according to their origin, initial impact and relevance to its category.

ENTRY DEADLINE: Wednesday 18th December 2019



THE WINE DESIGN CHALLENGE

ENTRY DEADLINE: 18TH DECEMBER 2019



INDIVIDUAL PRODUCT OR PRODUCT RANGES MAY BE ENTERED INTO THE FOLLOWING CATEGORIES:

- NEW DESIGN OF A WINE BRAND
- REPACKAGED WINE DESIGN
- DESIGN FOR SPARKLING WINE
- ALTERNATIVE WINE PACKAGING DESIGN

ENTRY RULES AND CRITERIA

- Please supply a brief description on the designs initial impact, design originality and innovation.
- Include the original design brief, the brand's recommended retail price, details of the target audience and target retail channels.
- Include the original design brief, the background concept and strategy to the design, the wine brand's history and its proposition – target consumer, brand's recommended retail price, and target retail channels.
- For repackaged designs, entrants are required to submit a high resolution image (300dpi) of how the wine brand looked previously and include a short statement explaining the reasons for change.
- Entrants are required to supply the actual, physical wine bottle sample for each product entered, for fair and equal assessment of all products in the judging process.
- Where entrants are entering multiple categories, supporting statements are advised to be tailored to increase the chances of winning. Repeated statements may put entrants at a disadvantage.



HOW TO ENTER

COMPLETE THE FIELDS OUTLINED ON THE ENTRY FORM

- Please write clearly using the appropriate accents where applicable.
- All details will be reproduced for results and certificates. Drinks International takes no responsibility for corrections of errors or illegible text made by the entrant.
- There is no limit to how many categories you can enter.
- You may submit multiple entries on each form.
- Multiple entry discounts apply to individual challenges only.

COMPLETE THE FIELDS OUTLINED ON THE PAYMENT FORM

- Please write clearly using the appropriate accents where applicable.
- If entering on behalf of another company, please clearly indicate both the name of the brand owner and the name of the company submitting the entry.
- Ensure you have read and understood the Important Notes and the form is signed and dated.

SUBMIT YOUR ENTRY AND PAYMENT FORMS AND DESIGN DESCRIPTION:

Email: challengeseries@drinksint.com

SEND A SAMPLE FOR EACH PRODUCT ENTERED TO:

- Drinks International Challenge Series, Agile Media Ltd, Jubilee House, 56-58 Church Walk, Burgess Hill, West Sussex, RH15 9SN, UK.
- Please ensure all deliveries are clearly labelled with the name of the submitter and 'Drinks International Challenge Series'. Please note bottles submitted will not be returned.
- Entrants are responsible for all charges relating to UK duties and taxes and this must be indicated on all shipping documents. Please make sure all bottles are sent as Delivered Duty Paid (DDP) through your shipping agent.

ENTRY DEADLINE:

WEDNESDAY 18TH DECEMBER 2019

BOTTLE SAMPLE DEADLINE:

WEDNESDAY 8TH JANUARY 2020

THE WINE DESIGN CHALLENGE

IMPORTANT NOTES

- The Drinks International Challenge Series is organised by Agile Media Ltd, publisher of Drinks International. The company address is Agile Media Ltd, Jubilee House, 56-58 Church Walk, Burgess Hill, West Sussex, RH15 9SN, UK. Registered number 6646125. VAT number: 938 4452 95.
- Please ensure you have the brand owners consent before entering any challenge.
- Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid entry. Proof of posting is not proof of delivery.
- Invoice terms are strictly 15 days (or prior to judging if sooner). Please note that if payment (or proof of payment) is not received prior to judging day then submitted entries will be removed from the competition.
- Entries may be cancelled up to 14 days after the original booking date by contacting challengeseries@drinkssint.com. After this date, entry fees are non refundable. Alternatively you may replace the product with another product at no additional cost.
- Each challenge will be judged by an expert and independent panel selected by the organiser. The judges may decline to award a medal for a certain category if they decide there are insufficient entries of a winning standard. The organisers reserve the right to alter the judging panel and categories without prior notice to entrants. In all respects, the judging decision is final.
- A list of winners will appear in the Drinks International Magazine and on our website, www.drinkssint.com throughout the year. Please refer to the important dates section online and in the entry brochure. Images may also be used. Participants consent to their names and photographs to be used in any competition publicity.
- Trophy, supreme, gold, silver and commended medals and certificates will be awarded.
- Winners may publicise their medal win provided the year in which it was won is stated. Those awarded are granted a non-exclusive, non-transferable license to use the Drinks International Challenge Series logo in connection with its own award for a period of 3 years from the date of issue.
- The organiser reserves the right to move an entry into another category, if its content is more appropriate to that of another category.

ENTRY FORM

ENTRY OF

CATEGORY:

PRODUCT NAME:

IS YOUR ENTRY: A RANGE INDIVIDUAL PRODUCT

BRAND OWNER/COMPANY NAME:

RRP:

ENTRY OF

CATEGORY:

PRODUCT NAME:

BRAND OWNER/COMPANY NAME:

RRP:

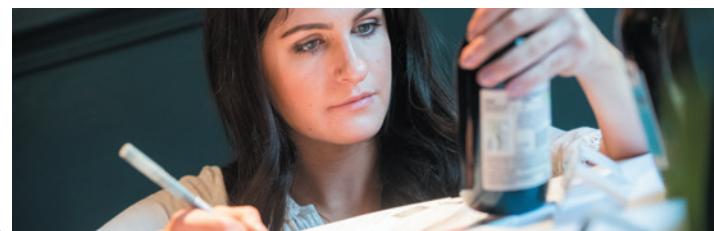
ENTRY OF

CATEGORY:

PRODUCT NAME:

BRAND OWNER/COMPANY NAME:

RRP:



THE WINE DESIGN CHALLENGE PAYMENT FORM

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COMPLETE THIS SECTION ONCE

ENTRY COSTS

1 ENTRY	£225 + VAT
2-3 ENTRIES	£200 + VAT EACH
4 OR MORE ENTRIES	£175 + VAT EACH

Discounted entries only apply to each individual challenge. There is no limit to how many categories you can enter.

Number of entries:

Total price:

(please include VAT amount, if applicable)

CONTACT DETAILS

Please enter fields that are applicable to you.

Name of company entering (brand owner):

Name of agency entering on behalf of a company:

Address:

Country:

Contact name:

Job title:

Phone number:

Email:

PAYMENT DETAILS

1. All orders under £500 must be paid by credit card. Any orders over this amount maybe invoiced.

2. VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

VAT number:

3. We confirm that all samples entered will be delivered with all applicable duties, taxes and shipping charges paid including, without limitation UK excise duty, customs community tax, VAT and shipping charges and accept full liability for all such charges. We acknowledge that any failure to make such payments may result in disqualification from the competition. We confirm that we have read and understood the rules and instructions set out in this entry form.

PAYMENT OPTIONS

1. PAYMENT BY CREDIT CARD

Call us for credit card payments.

2. PLEASE SEND AN INVOICE TO THE ADDRESS PROVIDED BELOW:

Invoice contact: (if different to entry contact name)

Invoice address: (if different to entry contact address)

Purchase order no: (if applicable)

Email address for invoice contact:

Signature:

Print name:

Date:

DATA PROTECTION: We will use your data for the purposes of administering your entry into the Drinks International Challenge Series and to contact you with any queries. If you would like us to contact you about other competitions, products or information on behalf of Drinks International or Agile Media, sponsors or carefully selected parties please tick here.