

*The Association of Australian Boutique Winemakers invites you to enter...*

**AUSTRALIA'S**  
**WINE | INDUSTRY**  
**DESIGN | 2012**  
**COMPETITION**



*Open to all Australian wine companies plus professional and student designers*

## About the Awards

The Label Design Awards was founded in 1998 by the Association of Australian Boutique Winemakers and has grown and expanded into an industry event bringing a greater awareness to branding and making a difference to that all important next sale. Be it inexpensive and minimalist, the label can be just as powerful as the pricy model if it packs the punch and sends the message.

For the first time we have decided to invite wine companies of all sizes plus designers as applicants into the competition. We believe that this competition is an essential part of the growth of the Australian industry and that it can make a difference in the marketplace.

We invite you to compete, step back and compare your packaging with your industry peers, to see how you measure up.

All entries complete with web addresses will be listed in the illustrated Awards Results book published by Crowther Blayne. The top 100 entries will be shown on our web site and the results book's electronic version will remain on the site during 2012.

## How to Enter

Please complete the entry form on the back of this brochure and fax or email back to us. Multiple entries in classes are allowed. Send TWO bottles of each entry with a copy of the form and take advantage of free freight into Sydney with our sponsor Mainfreight (NO LATER THAN FRIDAY 30 MARCH).

All details are on the attached Con Note. If you miss the Mainfreight pick-up please send direct to OzeWine Services, 10/81 Stephen Rd, BOTANY NSW 2019.



## Judges

Judith Kennedy - CEO, AABW

Lisa McGuigan - Chair of Judges, Lisa McGuigan Wines

Craig George - Deputy Chairman, CCL Clear Image

Sue Bennett - Editor Good Living, The Sydney Morning Herald

Chris Osborne - OzeWine

Toni Paterson - MW, author, wine judge

Paul Schulte - The Keystone Group

Julie Vjadia - Tomkin

Chris Soares - Mainfreight

Scott Sharples - Crowther Blayne

Kate Meyer - Meyer Gourmet Foods

Louise Cole - Cambewarra Estate

## Judging Criterion

Commercial winner? Will this bottle and label help to sell the wine? Does the label communicate the contents well? Visual impact? Is the design clean, clever and effective? Are the materials used appropriate and attractive to the eye? Would you pick it up off a shelf or out of a fridge? Is it a contender for Australia's Best Wine Bottle?

## Classes

**Class A.** Up to 500 tonne crush – Boutique

**Class B.** 500 tonne crush and above – No limit

**Class C.** Open Class – No restriction

**Class D.** Designer's Choice

See entry form on back page for details

Our Sponsors:



CCL LABEL  
CLEAR IMAGE



## 29 Prizes

- Australia's Best Wine Bottle will receive a perpetual trophy, \$5000 label production prize from CCL and this wine will be poured by the glass at the Winery in Surry Hills NSW during June 2012.
- Four prizes in each of classes A, B & C for sparkling, white, red and dessert bottles. These 12 winners will receive a crystal decanter plus crystal Stölzle stemware from Tomkin.
- All winners will receive an invitation for two to the presentation event Tuesday 15 May PLUS 50 gold medal stickers.
- 15 Judges' special mentions will receive an invitation to the presentation and 50 gold medal stickers.
- Designers Choice. \$2000.00 cash prize.

*FREE bottle stickers for all 29 winners!*



## Designers Choice

Your graphic design mocked up onto an appropriate bottle (full or empty) for a fictitious brand being either a Tasmanian Riesling or a Mornington Peninsula Pinot Noir. The name, branding and the design must all be new and designed from scratch. Multiple entries are accepted.

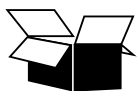
- Wanting to break into the wine industry?
- Dying to design the next Best Bottle?
- Believe you know what sells?
- Just know that you can do it?

Then turn the page and enter!

*"We invite you to compete, step back and compare your packaging with your industry peers"*

**KEY  
STONE**

Stölzle  
*born in fire*



VINKEM PACKAGING  
www.vinkempackaging.com.au

FIRST  
CREEK

*Specialist Winemakers*

**CLASS A. Up to 500 tonne crush – Boutique. Fee \$55**

- A1 Best Boutique Sparkling Wine Bottle
- A2 Best Boutique White Wine Bottle
- A3 Best Boutique Red Wine Bottle
- A4 Best Boutique Dessert Wine Bottle

**CLASS B. 500 tonne crush and above. Fee \$77**

- B1 Best Sparkling Wine Bottle
- B2 Best White Wine Bottle
- B3 Best Red Wine Bottle
- B4 Best Dessert Wine Bottle

**CLASS C. Open Class no size restriction. Fee \$77**

- C1 Best Sparkling Wine Bottle
- C2 Best White Wine Bottle
- C3 Best Red Wine Bottle
- C4 Best Dessert Wine Bottle

**CLASS D. Designer's Choice.**

- Fee: Professional Designers **\$132** (2 entries **\$220**)  
 Student Designers **\$44** (2 entries **\$66**)
- D1 Tasmanian Riesling
  - D2 Mornington Pinot Noir

**WINE COMPANY**

Wine Company Name:	Tonnage:
Best Contact Name:	Mobile:
Email:	www.

**PROFESSIONAL DESIGNER**

Professional Design Company Name:	
Designer's Name:	Mobile:
Email:	www.

**STUDENT DESIGNER**

Design Student's Name:	
Institution Attending:	Mobile:
Email:	www.

**CLASS BOTTLE NAME / BRAND / VARIETY / VINTAGE**

CLASS	BOTTLE NAME / BRAND / VARIETY / VINTAGE

**CREDIT CARD PAYMENT**

VISA: <input type="checkbox"/>	MASTERCARD: <input type="checkbox"/>	AMEX: <input type="checkbox"/>	EXPIRY DATE: (Month/Year)      /
CARD NUMBER:	<input type="text"/>	<input type="text"/>	<input type="text"/>
AMOUNT: \$	SIGNATURE:		

FAX OR EMAIL THIS PAGE. Send bottles and a copy of this page as per the Mainfreight Con Note attached to this form. If you miss the Mainfreight free pick up please send direct to: DESIGN. OzeWine. 10/81 Stephen Rd, BOTANY NSW 2019.