

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

AUSTRALIA'S WINE | INDUSTRY DESIGN | 2013 COMPETITION



*An invitation to wine companies and their designers .
Open to Australian and New Zealand wine companies of all sizes.*

About the Competition

Founded in 1998 by the Association of Australian Boutique Winemakers, the competition has grown into an important industry event bringing awareness to branding and making a difference to that important next sale. At the 2012 trophy presentation Chairman Lisa McGuigan commented, "the competition between the boutique and commercial brands was very strong. Well done Australia".

This year we invite New Zealand's wine industry to join the competition and with sponsorship from Mainfreight International their entries are sponsored into Sydney with free freight.

The competition is devoted exclusively to label design and its compatibility with the chosen bottle. Be it inexpensive and minimalist, the label can be just as powerful as the pricey model if it packs a punch and sends the right message to the consumer.

All entries will be published in the illustrated Results Book, and also live on our website. Previous winners can be seen at www.boutiquewines.com.au/results

Judging Criterion

- Initial impact
- Overall aesthetic appeal
- Materials used. Is it the right bottle?
- Good communication of contents?
- Physical finish
- Clever, effective design message
- Will customers choose it from the shelf?
- Is it a good reflection of your brand?
- Is it a contender for Australia's Best Wine Bottle?

Judges

Judith Kennedy	CEO, AABW
Lisa McGuigan	Chair of Judges, Lisa McGuigan Wines
Craig George	Sales Manager, CCL Clear Image
Sue Bennett	National Life Editor for Fairfax Media
Chris Osborne	Owner/Manager, OzeWine Services
Ross Anderson	Owner/Manager, wineempire.com
Kate Meyer	CEO, Meyer Gourmet Foods
Paul Schulte	Group Director, The Keystone Group
Louise Cole	Proprietor, Cambewarra Estate
Daniel McKeating	Designer, Lost and Found Brand Consultants, Perth
James David	Graphic Designer, Virgin Wines Australia (2012 winner)
Mike Anderson	Graphic Designer, Virgin Wines Australia (2012 winner)
Julie Vajda	Marketing Manager, Tomkin
Toni Paterson MW	Wine critic, judge and author

Prizes and Recognition

- Australia's Best Wine Bottle will receive a \$5000.00 production prize from CCL Clear Image. The wine company and the design company will both receive trophies.
- All class winners will receive a crystal trophy and a full page in the Results Book.
- All labels entered will be featured in the Results Book (see www.boutiquewines.com.au/results for 2012)

Professional designers

Do you think you've designed Australia's Best Wine Bottle? Join with your wine company and enter your design. Take the opportunity to promote yourself and expose your work to potential new clients. If you win Australia's Best Wine Bottle you don't only get the design kudos, you will receive a trophy plus an advertisement in the 2013 Results Book.

Essential "must-do's"

1. Select your entries and contact your Designer if you have one.
2. Email tania@boutiquewines.com.au a high resolution (Min.1 Mb) jpeg image of your chosen label.
3. Complete the Entry Form on the back of this brochure or go to www.boutiquewines.com.au/design-entry and use the online entry form to apply and pay online.
4. Pack the samples – TWO bottles of each entry.
5. Print off the supplied Con Note and send to Mainfreight by the due date.

Where do I send the samples?

Take advantage of **FREE FREIGHT** and deliver your samples to your closest Mainfreight pick-up. See the Entry Form and Con Note for delivery deadlines. If you miss the Mainfreight pick-up, please send your samples direct to:
Design Competition, OzeWine
Unit 10/81 Stephen Road, Botany NSW 2019 Australia.
FINAL CLOSING DATE FORMS AND SAMPLES 12 APRIL.

Our sponsors:



Australia's Best Wine Bottle 2012

Taylor's Wines Winemaker's Project

Clare Valley GSM 2010

*FREE bottle stickers
for all 12 winners!*



Judges comments:

Beautifully designed, flawlessly printed, and a clever extension of the iconic Taylors brand. The screen printing is particularly impressive; as is the little brochure that swings from the well executed screw cap. The winery's insignia seahorses sit quietly in the mix. Quality all the way. A bottle you simply have to pick up and feel and turn and touch and admire. Seriously great work!

Class B: Over 500 Ton Red Wine

Managing Director: Mitchell Taylor

Winemaker: Helen McCarthy

Bottle Design: The Collective Design Consultants

Designer's Name: Margaret Nolan

Packaging Appeal: Seriously great work!

View all of last years winners at:
www.boutiquewines.com.au/results

Conditions of Entry

1. Samples and forms must be received according to the closing dates on the Con Note.
2. High resolution images of the labels must be emailed to tania@boutiquewines.com.au along with your entry.
3. Each box must be addressed according to the Con Note.
4. Trophy winners must supply 6 bottles of wine for the Design Presentation on 23 April and deliver to Sydney on request.
5. Samples and fees are non refundable.

I Agree to the 5 conditions of entry.

Please sign: _____

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

WINE COMPANY DETAILS

Wine Company Name:	Tonnage:
Postal Address:	
Region:	Postcode:
Best Contact Name:	Phone:
Email:	www.

DESIGN COMPANY DETAILS

Professional Design Company Name:	
Designer's Name:	Phone:
Email:	www.
In-House Designer's Name: (If Applicable)	

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.