



## ALL THE WINNERS OF THE 27TH VINITALY DESIGN INTERNATIONAL PACKAGING COMPETITION

### THE "LABEL OF THE YEAR 2023" GOES TO ROSSO VERONA IGT 2022 "FRESCO DI FROM MASI" BY MASI AGRICOLA

The competition organised by Veronafiere-Vitality has 11 categories. This year saw a record number of entries: 315 - from Italy, Slovenia, Spain and California. Debut for the special "Technology and Innovation" prize.

Paco Adin, the renowned, award-winning creative director of Supperstudio, acted as President of the Jury.

**Verona, 27 March 2023.** The Jury of the 27<sup>th</sup> edition of the Vitality Design International Packaging Competition, chaired by Paco Adin, awarded the "Label of the year 2023" to Rosso Verona IGT 2022 "Fresco di Masi" by Masi Agricola.

The special "Packaging Box 2023" prize went to Profilia S.p.A. for Birrificio Ventitre - Italian Keller - Light beer.

The special "Coordinated image 2023" went to the Coop. Soc. Ama Aquilone – Ama Terra. The "GDO Label" award for retail distribution was made to Valcalepio Doc Rosso Riserva 2017 by Cantina Sociale Bergamasca, while the IGT Rosso 2020 by Cantina Goccia - Az. Agr. Il Melocotogno - Umbria took the "Environment and Sustainability" award.

The special "Technology and innovation" prize made its debut this year and went to Citra Vini - Ortense - Terre di Chieti IGT Pecorino 2021 - Bag in box.

The Vitality Design International Packaging Competition is organized by Veronafiere-Vitality. It aims to highlight the best finished bottles for wines, spirits, liqueurs, beers and extra virgin olive oils by rewarding and stimulating commitment among companies towards continual improvement of their image.

This year saw a new real record for competition entries: 315 in all, from Italy, Spain, Slovenia and California.

In addition to these special prizes, 11 competition categories all envisage Gold, Silver and Bronze Labels. The jury does not always award prizes to ensure a high quality level for the competition.

Packaging projects entered for the 27<sup>th</sup> Vitality Design International Packaging Competition were examined by an international jury of experts chaired by Paco Adin, creative director and partner of Supperstudio, a branding and packaging agency based in Madrid and twice winner of the Design Agency of the Year. The other members of the jury were: Alessandra Corsi, marketing director of Conad, and designers Chiara Tomasi, Papi Frigerio and Luca Fois. For the first time, the process for assessing entries was entirely digitalised.

## JURY COMMENTS

**Paco Adin:** "It was a marvellous to take part as President of the Jury for this important competition organised by Vitality. It was difficult to choose the winners because design and creativity levels are so high in Italy. And now I hope to return for the next edition to see how design in this sector has evolved."



**Luca Fois.** *"The average level of competition entries was very high and there is a widespread and growing quality. This makes me think that wine and spirits companies are beginning to rely on graphics, label and packaging designers."*

**Chiara Tomasi** *"We noted yet another increase in packaging quality levels but this is still does not suffice because the United States, Australia and Spain are much further ahead from a marketing point of view and consequently invest much more in packaging, even for research into materials. This allows independent promotion on shelves and saves money compared to more expensive advertising campaigns. Another important aspect is that the competition is now open to olive oil and beer, since these categories are well worth taking into account."*

**Papi Frigerio:** *"Compared to the previous edition, companies are now using labels to narrate content that speaks about the brand. Label with beautiful aesthetics are easy to make in Italy, since we are known for good taste; the difficult thing is to develop a label that effectively speaks about brand values or the soul of the product."*

Legal responsibility for the 27<sup>th</sup> Vitaly Design International Packaging Competition was entrusted to Mauro Cobelli, head of legal and corporate affairs at Veronafiere, together with Paolo Brogioni, director of Assoenologi, Marco Giuri and Alberto Sabellico.

The 2023 award winners will be officially announced during the 55<sup>th</sup> Vitaly at Veronafiere (April 2-5). The prize giving ceremony is scheduled for Sunday 2 April at 15:00 in the Puccini Meeting Room (1st floor, gallery between Halls 6 and 7).

All the prizes awarded are listed below.

#### **Special "Label of the Year 2023" Award**

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##### **ROSSO VERONA IGT 2022 "FRESCO DI MASI"**

Masi Agricola spa – Verona (VR)

Design: label graphics Ma! design&partners (MI) – bottle design Piero Lissoni (MI)

#### **Special "Coordinated Image 2023" Award**

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##### **COOP. SOC. AMA AQUILONE – AMA TERRA**

Design: Andrea Castelletti Studio – Milan (MI)

#### **Special "Packaging Box" Award**

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##### **PROFILIA S.P.A. – BIRRIFICIO VENTITRE – ITALIAN KELLER – BIRRA CHIARA**

Design: Basile ADV – Bonito (AV)

#### **Special "Technology and Innovation" award**

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##### **CITRA VINI – ORTENSE – TERRE DI CHIETI IGT PECORINO 2021 – BAG IN BOX**

Design: Citra Vini - Ortona (CH)

#### **Special "GDO Retail label" Award**

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##### **CANTINA SOCIALE BERGAMASCA - VALCALEPIO DOC ROSSO RISERVA 2017**

Design: ADVISION - Verona

#### **Special "Environment & Sustainability" Award**

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##### **CANTINA GOCCIA – AZ. AGR. IL MELOCOTOGNO – UMBRIA IGT ROSSO 2020**

Design: Miguel de Almeida Design – London UK



### ***Category 1: still white wines with denomination of origin and geographical indication***

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- **Gold Label**  
**VERMENTINO DI SARDEGNA DOC "EVENTO 99 L. E."**  
Cantina Sociale Di Monserrato Soc. Coop. – Cantine Pauli's – Monserrato (CA)  
Design: Matita Digitale – Saonara (PD)
- **Silver Label**  
**ABRUZZO DOC PECORINO 2022 "PRESTIGE VIGNAQUADRA"**  
Collefriso – Chieti (CH)  
Design: Spazio di Paolo - Spoltore (PE)
- **Bronze Label**  
**TREBBIANO D'ABRUZZO DOC 2021 "LAUS VITAE"**  
Citra Vini – Ortona (CH)  
Design: Spazio di Paolo - Spoltore (PE)

### ***Category 2: packaging for naturally sweet wines and fortified still wines with denomination of origin and geographical indication***

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- **Gold Label**  
**BENEVENTO IGT FALANGHINA PASSITO 2017 "SARRIANO"**  
Az. Agr. Nifo Sarrapochiello – Ponte (BN)  
Design: BasileADV – Resistenza – Bonito (AV)
- **Silver Label**  
**ROMAGNA ALBANA DOCG PASSITO 2019 "ALLY"**  
Terra dei Gessi Soc. Agr. – Tenute Tozzi – Mezzano (RA)  
Design: Lettergram – Milan (MI)
- **Bronze Label**  
**TERRE SICILIANE IGP ZIBIBBO VENDEMMIA TARDIVA "PACENZA"**  
Tenute Orestyadi Soc. Coop. – Gibellina (TP)  
Design: Tenute Orestyadi Soc. Coop. – Gibellina (TP)

### ***Category 3: packaging for still rosé wines with denomination of origin and geographical indication***

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- **Gold Label**  
**KAKOVOSTNO VINO ZGP GORISKA BRDA SUHO ROSE' 2021**  
Goldinar d.o.o. – Nebó winery – Slovenia  
Design: Spazio di Paolo - Spoltore (PE)
- **Silver Label**  
**TERRE DI CHIETI IGT ROSATO 2022 "SADITAPPO"**  
Az. Agr. De Lutiis Antonio – Ortona (CH)  
Design: Kombi – Villamagna (CH)
- **Bronze Label**  
**VIGNETI DELLE DOLOMITI IGT PINOT GRIGIO ROSATO 2021 "FILDIROSE"**  
Nosio – Mezzacorona – Castel Firmian – Mezzacorona (TN)  
Design: Spazio di Paolo - Spoltore (PE)



**Category 4 - packaging of still red wines with denomination of origin and geographical indication - 2022 and 2021 vintages**

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- **Gold Label**  
**SICILIA DOC NERO D'AVOLA 2021 "SCURÒ"**  
Società Agricola Tenute Navarra – Butera (CL)  
Design: AD Positive di Leonardo Recalcati – Palermo (PA)
- **Silver Label**  
**TOSCANA IGT ROSSO 2021 "SACRIPANTE"**  
Maestà della Formica Soc. Agr. – Careggine (LU)  
Design Dario Frattaruolo Design – Camaiore (LU)
- **Bronze Label**  
**SICILIA DOC NERO D'AVOLA 2021 "NEDDA"**  
Baglio Diar Soc. Coop. Agr. – Marsala (TP)  
Design: Adduma Communication – Alcamo (TP)

**Category 5 - packaging of still red wines with denomination of origin and geographical indication - 2020 and earlier vintages**

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- **Gold Label**  
**FRIULI COLLI ORIENTALI DOC REFOSCO DAL PEDUNCOLO ROSSO 2019 "OSTINATO"**  
Fari Soc. Agr. Semplice – Spolert Winery – Prepotto (UD)  
Design: Marco Piani – Forlì (FC)
- **Silver Label**  
**VENETO IGT ROSSO 2020 "L'ORESTE"**  
Soc. Agricola Bendazzoli Federico e Michele – Verona (VR)  
Design: ADVISION – Verona (VR)
- **Bronze Label**  
**VALDADIGE TERRADEIFORTI DOC ENANTIO 2020 "RED POINT"**  
Az. Agr. Roeno di Fugatti – Brentino Belluno (VR)  
Design: Kiboko – Rovereto (TN)

**Category 6 - packaging of semi-sparkling wines with denomination of origin and geographical indication**

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- **Gold Label**  
**RUBICONE IGP ROSATO FRIZZANTE ANCESTRALE 2022 "BIDIBIDÌ"**  
Terra dei Gessi Soc. Agr. – Tenute Tozzi – Mezzano (RA)  
Design: Lettergram – Milan (MI)
- **Silver Label**  
**TERRE SICILIANE IGP BIANCO FRIZZANTE 2022 "PIZZICANTI"**  
Tenute Orestyadi – Gibellina (TP)  
Design: Auroflex – Alcamo (TP)
- **Bronze Label**  
**BONARDA DELL'OLTREPO' PAVESE DOC FRIZZANTE 2022**  
Azienda Agricola Terre Bentivoglio – Cantine Pirovano – Santa Giuletta (PV)



Design: Tailor Brand – Udine (UD)

**Category 7 – packaging of sparkling wines: autoclave fermentation (charmat method) and fermentation in the bottle (classic method)**

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- **Gold Label**  
**MARCHE IGT SANGIOVESE ROSATO SPUMANTE ANCESTRALE DOSAGGIO ZERO 2021 “GROTTE DI SANTITA”**  
La cantina dei Colli Ripani – Ripatransone (AP)  
Design: Andrea Castelletti Studio – Milan (MI)
- **Silver Label**  
**FRANCIACORTA DOCG BRUT MILLESIMATO 2019**  
Guido Berlucchi & C. – Corte Franca (BS)  
Design: Spazio di Paolo – Spoltore (PE)
- **Bronze Label**  
**PROSECCO DOC SPUMANTE EXTRA DRY “FIOL”**  
3GP – Treviso (TV)  
Design: Gpack – Vailate (CR)

**Category 8 - packaging of spirits made from grapes, marcs, must or wine**

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- **Gold Label**  
**GRAPPA DI AGLIANICO “STORIA”**  
Distilleria Antonellis – Profilia S.p.A. – Mirabella Eclano (AV)  
Design: BasileADV – Resistenza – Bonito (AV)

**Category 9 - packaging for spirits not made with grapes. liqueurs**

**Vermouth and other aromatic wines;**

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- **Gold Label**  
**AMARO HÄNTAK**  
Viere Hächte – Verona (VR)  
Design: Martina Poiana – London (UK)
- **Silver Label**  
**AMARO “FUORIDIMÈ”**  
Brand Breeder – Pescara (PE)  
Design: Spazio di Paolo - Spoltore (PE)
- **Bronze Label**  
**LONDON DRY GIN “ROBBER”**  
#beredifferente di Rocco Michelli – Rapino (CH)  
Design: Spazio di Paolo - Spoltore (PE)

**Category 10 - bottles of extra virgin olive oil**

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- **Gold Label**  
**OLIO EXTRA VERGINE DI OLIVA “RAMO D’ORO”**  
Azienda Agricola "I Vignali" di Alessandro Ciarlo – Torre de Passeri (PE)  
Design: We Meet Brands – Rome
- **Silver Label**



**OLIO EXTRA VERGINE DI OLIVA PUGLIA IGP**

Frantoio Oleario Felice Bitetti – Ginosa (TA)  
Design: Maria Giannico Graphic Designer – Rome

**Bronze Label**

- **OLIO EXTRA VERGINE DI OLIVA “OPUS TERRAE”**  
Frantoio Rapino – Lanciano (CH)  
Design: Luca Di Francescantonio – Lanciano (CH)

**Category 11 - Packaging for beer**

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- **Gold Label**  
**BIRRA CHIARA (LAGER)**  
Profilia S.p.A. – Birrificio Ventitre – Italian Keller  
Design: Basile ADV - Bonito (AV)
- **Silver Label**  
**INDIA PALE ALE ARTIGIANALE “BIG BANG BEER CREPUSCOLO”**  
Flea Soc. Agr. – Gualdo Tadino (PG)  
Design: Flea Soc. Agr. – Gualdo Tadino (PG)

All 2023 winners are [HERE](#).

For more information about the competition and the 2024 edition, contact Tuyen Huynh - email [huynh@veronafiere.it](mailto:huynh@veronafiere.it).

**PRESS ACCREDITATION - VINITALY 2023 - NOTICE TO COLLEAGUES!**

For any question relating to press accreditations for Vinitaly 2023, the specific number to call is exclusively 045.96.91.220.

May we remind you that accreditation requests for Vinitaly 2023 must be made strictly online by filling in the form available at this [link](#). Requests for accreditation by mail or telephone will not be taken into consideration.

Thank you for your kind collaboration.

**Veronafiere Press Service**

Tel.: + 39.045.829.83.50 - 82.42 - 82.10 – 84.27

E-mail: [pressoffice@veronafiere.it](mailto:pressoffice@veronafiere.it);

Twitter: @pressVRfiere | Facebook: @veronafiere

Web: [www.veronafiere.it](http://www.veronafiere.it)