



30th

VINITALY DESIGN AWARD

Verona, 11 April 2026

OFFICIAL REGULATIONS

1) REGISTRATION AND ENTRY FEES

Veronafiere S.p.A. (hereinafter also “Veronafiere”) organizes in Verona the 30th VINITALY DESIGN AWARD (hereinafter also the “Competition”), with the aim of showcasing and highlighting Made in Italy design for wine, spirits, liqueurs, beers and extra virgin olive oil, and of rewarding and encouraging companies and designers in their ongoing effort to improve product image. The Competition opens on 15 November 2025 and the final deadline for entries is **11 March 2026**.

The Jury will evaluate the projects submitted online, by **25 March 2026**.

The entry fee per project is €120.00 + VAT for Early Bird registrations (by 31 December 2025), €150.00 + VAT for registrations made from 1 January 2026 to 11 March 2026 (Regular), and €100.00 + VAT for exhibitors already confirmed for Vinitaly 2026.

The participation fee for the Gala Event on 11 April 2026 is €150.00 + VAT; the fee to purchase the personalized trophy is €150.00 + VAT. Seats for the Gala Event are limited; priority will be given to companies directly linked to the award results. Remaining seats may be booked until sold out. Winners may purchase additional personalized trophies separately at a cost of €150.00 + VAT.

2) COMMITTEES

Veronafiere will appoint a Scientific Committee presiding over the Organizing and Management Committee. The Organizing and Management Committee will supervise the running of the 30th Vinitaly Design Award. Its decisions are final.

3) PARTICIPANTS, PRODUCING COMPANIES AND PROJECTS

3.1) Participants

To best protect Made in Italy design, the 30th Vinitaly Design Award is open to projects submitted by Italian producing companies as well as Italian creative agencies. For the categories listed in Article 4 below, projects submitted by non-Italian creative agencies are also admitted, provided they concern products from Italian producing companies; projects by foreign producing companies created by Italian designers are likewise admitted. In addition, projects created by students—Italian or foreign—who, as part of their studies, have developed projects for Italian companies and/or projects in the Concept category are admitted.

Only projects already on sale or due to go on sale, created in the 2024–2026 three-year period, may participate, with the exception of the “Limited Edition,” “Concept” and “Timeless” categories, which may also be admitted outside this period. For the “Limited Edition” and “Concept” categories, promotional projects not intended for sale are also admitted.

Projects already submitted in previous editions of the initiative will not be admitted.

Projects submitted by individual or associated producers, designers or creative agencies with final criminal convictions for fraud or adulteration will likewise not be admitted. Companies already in debt to Veronafiere S.p.A. for unpaid fees relating to previous exhibitions and/or events cannot be registered for a new edition of the Competition until they have fully settled their debt. If such companies make a payment for the new edition of the Competition, the amount will be retained by Veronafiere as full/partial settlement of the outstanding debt. Participants expressly waive the right to a different allocation of payments under Article 1193, paragraph 1, of the Italian Civil Code.

At registration, the producer and the creator of the design (designer, creative agency, anyone who collaborated on conceiving the design and holds full conceptual title) must always be indicated; if the project was created internally by the producing company, the producer’s name will be indicated again.

3.2) Producing companies and projects

“Producing Companies” means those that have bottled and market the product in the package and are therefore named as such on the label.

“Project” means the set of all elements that contribute to the product’s packaging: bottle, closure, capsule, label, back label, neck tag, hang tag, seals, secondary packaging. Only these components will be evaluated by the Jury.

4) CATEGORIES

Projects submitted to the 30th Vinitaly Design Award are divided into the following categories:

SPECIFIC:

- **C01 WHITE WINES**
Packaging for white wines, with no vintage or appellation restrictions.
- **C02 RED WINES**
Packaging for red wines, with no vintage or appellation restrictions.
- **C03 ROSÉ WINES**
Packaging for rosé wines, with no vintage or appellation restrictions.
- **C04 SPARKLING WINES**
Packaging for sparkling and semi-sparkling wines obtained by fermentation or refermentation in bottle or in tank, with no vintage or appellation restrictions.

GENERAL:

- **C05 FINE WINES**
Packaging for still or sparkling wines of particular prestige, with no vintage or appellation restrictions.
- **C06 TIMELESS WINES**
Packaging in a classic style.
- **C07 GDO WINES**
Packaging designed for sale in the mass-retail (GDO) channel.
- **C08 RESTYLING WINES**
Packaging revisited with small changes (before/after). Before/after photos must be sent, specifying which version is before and which is after.
- **C09 ILLUSTRATED WINES**
Packaging with predominant illustration.
- **C10 CONCEPT**
Packaging projects for all categories. Various development phases are allowed: concept, prototype, product almost or fully market-ready.
- **C11 AROMATIZED WINES AND NO/LOW ALCOHOL**
Wines, cocktails and beverages aromatized on a wine base; dealcoholized or partially dealcoholized wines.
- **C12 FERMENTED DRINKS NO/LOW ALCOHOL**
Fermented beverages, alcohol-free and/or low-alcohol, based on non-wine products.
- **C13 LIQUEUR WINES**
Packaging for fortified wines (e.g., Vermouth, Marsala, Vin Santo, Recioto, Passito, Port, Sherry).
- **C14 SERIES**

A product line with the same family feeling, from a minimum of 2 products upwards (e.g., red and white wine; red wine, rosé and oil; ...).

- **C15 LIMITED EDITION**

Packaging for still wines, sparkling wines, spirits, beers or oils produced in limited, numbered runs or dedicated to events, exhibitions or special projects, including with commercial restrictions.

- **C16 PRIVATE LABEL**

Packaging for still wines, sparkling wines, spirits, beers or oils produced under third-party brands.

- **C17 CLEAR SPIRITS**

Packaging for clear alcohol-based products such as Gin, Vodka, Grappa, Tequila, Sambuca, clear liqueurs, etc.

- **C18 DARK SPIRITS**

Packaging for dark alcohol-based products such as Bitter, Whisky, Rum, Amaro, dark liqueurs, etc.

- **C19 SECONDARY PACK**

Packaging for secondary packs such as cases, boxes, cartons, wooden crates, tins, etc.

- **C20 EXTRA VIRGIN OLIVE OILS**

Packaging for Extra Virgin Olive Oil, with no restriction on container type.

- **C21 BEERS**

Packaging for beers.

Packages for products that do not fall into one of the categories above will not be admitted.

Products entered must comply with current rules and regulations on labelling (EU Reg. 2021/2117 and 1143/2024) and other packaging elements, failing which admission or continued participation will be denied—except for category C10 “Concept,” for which prototypes not yet compliant may be admitted as they are not intended for sale.

Projects found and confirmed to violate PDO/PGI rules and/or wine-sector regulations will be excluded.

The Technical Committee and the Jury may change the category of any projects entered if the chosen category is incorrect or needs to be amended for better consistency between product and group.

5) HOW TO PARTICIPATE

Participants may submit any number of projects for each category listed in Article 4).

Participants are not entitled to the return of the participation fee or of packages sent and not admitted. The same applies to participants who have sent packages judged non-compliant with the categories covered by the Competition and governed by Article 4).

For better evaluation by the Jury, after registration participants are invited to upload to the Vinitaly website (vinitaly.com) up to 5 meaningful images of the packaging, in the resolution and sizes indicated on the site, together with a project description of up to 150 words (without naming the designer or agency that created the work, on pain of non-admission to the Competition) and an emotional video representing the project (optional). Professional images that highlight the packaging (close-ups) are recommended.

6) DEADLINES FOR SENDING SAMPLES

For admission, participants must ensure delivery by courier and/or mail by 23 March 2026 to: KN Expo & Event Logistics c/o Lunardi Trasporti – Strada Festara 54 – 37012 Bussolengo (VR) – Italy – email: mverona.fiere@kuehne-nagel.com, of the following:

- A. Entry in the category to be completed online within the Exhibitors' Reserved Area – Business Portal. For online entry of projects: www.vinitaly.com/premi/vinitaly-design-award/
- B. A copy of the registration proving payment for the projects entered. Packages from companies that have not paid the registration fee are not admitted.
- C. Two samples of each type, in perfect condition, filled and/or factice.

Samples received after 23 March 2026 will not be considered.

Documentation must be included inside the shipping carton along with the samples. On the shipping label to be affixed to the parcel, each participant must include the unique code available on the portal relating to the submitted and selected project. Packages sent to the Competition will not be returned to registered companies under any circumstances; they will remain at Veronafiere's disposal for promotional purposes. Veronafiere reserves the right to request additional samples from winners, again for promotional purposes.

7) LIABILITY

The organizers accept no responsibility for late arrival of samples relative to the stated date, for total or partial loss of samples during transport, for alterations or damage to packages, for breakage or other anomalies suffered during transport. Shipping, customs clearance and subsequent transport to the destination are entirely at the presenting companies' expense, to be paid directly to the shipper. Companies that do not comply with these provisions will not be admitted to the Competition. Samples not in order will be automatically excluded. This will not entitle companies to reimbursement of fees already paid; shipping is entirely at the company's expense and risk. Freight-collect shipments will be refused. Refused samples will not be returned to the sender.

8) STORAGE OF SAMPLES

From receipt until they are presented to the Jury, Veronafiere will store the samples carefully and appropriately to ensure, to the highest degree, the integrity of the packaging. The Scientific Committee, formally appointed by Veronafiere, guarantees formal aspects and operating methods, supervises the Jury's operations and drafts the minutes with the rankings.

9) SCIENTIFIC COMMITTEE AND JURY

The Scientific Committee is appointed by Veronafiere. The Jury, appointed by Veronafiere, is composed of individuals with specific expertise: designers, art directors, artists, journalists and industry experts. The jury may also include wine-shop owners, Michelin-starred chefs and consumer representatives, up to a maximum of 30% of members. The Jury President is also appointed by Veronafiere. The Jury is composed of 30 jurors in total (5 from the Scientific Committee and 25 selected jurors) who will evaluate the competing projects. The Jury's decisions are final. To protect the confidentiality of participating companies, only the list of winning projects will be made public; the list of participating companies and the scores awarded to individual samples will not be disclosed. The Jury may decide not to assign one or more prizes, or to assign one or more prizes ex aequo, as provided in Articles 10) and 11).

10) TROPHIES

Four trophies are awarded for each category:

- **T01 Vinitaly Design BLACK**
- **T02 Vinitaly Design GOLD**
- **T03 Vinitaly Design SILVER**
- **T04 Vinitaly Design BRONZE**

A project may be entered in multiple categories and receive the related awards if the Jury so decides.

Each participant may enter each project in the **Specific** and **General** category groups as follows:

General – The participant is free to enter the project in the most appropriate category within the “**General**” group, which includes multiple product types (wine, spirits, beer, oil, etc.). It is prohibited to enter the same project in more than one category within the General group; only one choice is allowed.

Specific – *This group of categories is dedicated to wines and their variations. A participant submitting a project related to the wine world may enter the same project in one category of the Specific group and also in one category of the General group that is relevant for its characteristics. Example: A red wine may be entered in the Specific category “Red Wines” (C02) and also, if consistent and pertinent, in one of the General categories such as “Fine Wines” (C05) or others.*

It is understood that, should the participant wish to enter several types of wine (white wine, red wine, etc.) belonging to the same coordinated packaging line, they may belong to several categories in the “Specific” group but to only one in the “General” group that is pertinent to the product line’s packaging.

The Competition awards the author of the design. If the project is a collective work or created in-house by a company, the participant must indicate on the registration form the designer or agency—or simply the company if the other figures are absent. Additional trophies may be requested and purchased separately.

During the award ceremony (Article 12), up to 5 people may go on stage; the trophy delivered will always be awarded to a single recipient.

11) SPECIAL AWARDS

At its sole discretion, the Jury may assign the following special awards:

- S01 BEST IN SHOW**
- S02 BEST COORDINATED IMAGE**
- S03 BEST INNOVATION**
- S04 BEST SUSTAINABILITY**
- S05 BEST USE OF CLOSURES by GUALA CLOSURES**
- S06 BEST USE OF GLASS by VETRERIA ETRUSCA**
- S07 BEST USE OF EMBELLISHMENT by LUXORO**
- S08 BEST USE OF PAPER**
- S09 BEST USE OF COLOR**
- S10 BEST SOLEXPO**
- S11 BEST STUDENT’S WORK**

Special awards will be assigned with particular reference to the following criteria:

- **01 “Best in Show”** rewards the best project of the current edition, regardless of category;
- **S02 “Best Coordinated Image”** rewards the best coordinated project, i.e., projects developed across a product line in the same category or in mixed categories;
- **S03 “Best Innovation”** rewards the most technically innovative project;
- **S04 “Best Sustainability”** rewards the best sustainable project;
- **S05 “Best Use of Closures by Guala Closures”** rewards the best bottle closure, whatever the category;
- **S06 “Best Use of Glass by Vetreria Etrusca”** rewards the project with the best bottle, whatever the category;
- **S07 “Best Use of Embellishment by Luxoro”** rewards the label with the best embellishment, whatever the category;
- **S08 “Best Use of Paper by Fedrigoni”** rewards the best use of paper, whether for labels, secondary packaging or packaging accessories;
- **S09 “Best Use of Color”** rewards the best use of color;
- **S10 “Best SOLEXPO”** rewards the best project in category C19 by participants already exhibiting at SOLEXPO 2026;
- **S11 “Best Student’s work”** rewards the best project submitted by a student as defined in Art. 3.1).

12) CEREMONY AND GALA EVENT

The winners’ ceremony is scheduled during a special Gala Event organized by Veronafiere on 11 April 2026 at Teatro Ristori in Verona or another venue selected by the organizers. The complete list of winning projects and companies will be published on the Vinitaly website on the page dedicated to the event and via press releases to the Italian and foreign press. Throughout 2026, the winning projects will also be the subject of special promotional initiatives by Veronafiere. In particular, to promote the Competition and the award-winning projects, Veronafiere reserves the right to present them to specialist operators, restaurateurs, journalists and buyers in specific initiatives in Italy and abroad. Awards not collected during the ceremony will be sent to the winning participants by Veronafiere, which declines any liability for loss or failed delivery.

A dedicated digital promotional kit will be sent to all winners and to a shortlist of selected projects; it may be used by them or by the wineries for which the project was produced, according to the methods indicated in the kit itself.

13) PERSONAL DATA PROCESSING

Pursuant to Articles 13 and 14 of Regulation (EU) 2016/679 (“GDPR”), the personal data provided by participants will be processed by Veronafiere S.p.A., with registered office at Viale del Lavoro 8 – 37135 Verona, as Data Controller, for the following purposes:

- operational management of the Competition by the Organization and the appointed Jurors, including activities related to registration, selection, communication of results, assignment and delivery of prizes;
- fulfillment of legal and regulatory obligations connected with the prize competition (e.g., retention of documentation, communications to the Revenue Agency);
- protection of the Controller’s rights in judicial or extrajudicial proceedings.

Data will be processed using paper and/or electronic tools, in accordance with the principles of lawfulness, fairness and transparency, and in compliance with the appropriate security measures

required by the GDPR. Providing data is necessary to participate in the Competition; failure to provide data will make participation impossible.

Data may be disclosed to third parties, duly appointed as Data Processors under Article 28 GDPR, for purposes strictly connected to management of the Competition, such as companies tasked with the technical management of the Competition, prize logistics, or legal/tax consultancy.

Data will not be disseminated, nor transferred to non-EU countries that do not ensure an adequate level of protection, except in compliance with the conditions of Articles 44 et seq. of the GDPR.

Personal data will be retained for the time strictly necessary to achieve the purposes indicated above and, in any event, no longer than the statutory periods (in particular, for the duration of the event and up to 10 years for tax/accounting obligations).

Data subjects may, at any time, exercise the rights under Articles 15–22 GDPR, including the rights of access, rectification, deletion, restriction, objection and portability of data, as well as the right to lodge a complaint with the Data Protection Authority.

For more information or to exercise your rights, you can contact the Data Controller at:

- privacy@veronafiere.it

- Veronafiere S.p.A., Viale del Lavoro 8 – 37135 Verona.

14) CLAIMS AND EXCLUSIVE JURISDICTION

Any claims must be submitted in writing to: Veronafiere S.p.A., Viale del Lavoro 8 – 37135 Verona, Italy.

For any dispute concerning the interpretation and performance of these regulations, the Court of Verona shall have exclusive jurisdiction.



VERONAFIERE S.p.A.

Viale del Lavoro 8 - 37135 Verona, Italia

For info: designaward@vinitaly.it