



27th VINITALY DESIGN
INTERNATIONAL PACKAGING COMPETITION

Verona 22 March 2023

REGULATIONS



ARTICLE 1

Veronafiere organises the "27th Vinitaly Design International Packaging Competition" scheduled in on 22 March 2023 in Verona. The aim of the competition is to highlight the best finished bottles for wine, spirits, liqueurs, beers and extra virgin olive oil, as well as to reward and stimulate efforts by companies to achieve continuous improvements in terms of image.

ARTICLE 2

Veronafiere will appoint an Organizing & Management Committee which, under its President, will supervise the 27th Vinitaly Design International Packaging Competition. Its decisions are final.

ARTICLE 3

The 27th Vinitaly Design International Packaging Competition is open to entries from producers in any country. **"Producer Companies" means those companies that have packaged the product using the bottles with labels and accessory products entered in the Competition and inasmuch named as such on the label.**

"Finished bottle" means everything used for bottling the product: bottle, cork, capsule, front label, back label, collar, pendant, seals (excluding outer packaging). Only these items will be evaluated by the jury. The 27th Vinitaly Design International Packaging Competition is exclusively intended for bottles with labels and accessory products for a minimum quantity of 1,000 bottles of the capacities envisaged by current legislation.

The Competition is not open to finished bottles having contents made from grapes, musts, fruit or olives originating from countries other than those of the producer Company. The Competition is equally not open to finished bottles presented by individual or associated producers involved in and sentenced by legal action in relation to fraud or adulteration.

Companies owing sums to Veronafiere S.p.A. for non-payment of sums concerning previous Events will not be enrolled in the new edition of the Competition until such outstanding sums in question are settled. If such companies make payment for the new edition of the Competition, it will be retained by Veronafiere as balance/payment for the outstanding debt. Participants expressly waive the faculty of different attribution of payments as per Article 1193, item 1, paragraph 1 of the Italian Civil Code.

ARTICLE 4:

Products entered for the 27th Vinitaly Design International Packaging Competition are divided into the following categories:

- 1) finished bottles for still white wines with denomination of origin and geographical indication;
- 2) finished bottles for naturally sweet wines and still liqueur wines with Denomination of Origin and Geographical Indication;
- 3) finished bottles for still rose wines with Denomination of Origin and Geographical Indication;
- 4) finished bottles for still red wines with Denomination of Origin and Geographical Indication - vintages 2022 and 2021;
- 5) finished bottles for still red wines with Denomination of Origin and Geographical Indication - vintages 2020 and earlier;
- 6) finished bottles for sparkling wines with Denomination of Origin and Geographical Indication;
- 7) finished bottles for sparkling wines produced with fermentation in autoclaves (Charmat method) and fermentation in the bottle (classic method);
- 8) finished bottles for spirits made from grapes, marcs, must or wine.
- 9) packaging for spirits not made with grapes: packaging for liqueurs; Vermouth and other aromatic wines;
- 10) bottles of extra virgin olive oil
- 11) bottles of beer
- 12) packaging box
- 13) environment and sustainability
- 14) innovation and technology
- 15) Retail distribution

The Jury may also award a special prize for packaging (in cardboard, wood, tin or any other material) containing one or more items among those included in the categories listed above from 1) to 12), provided that it has a clear indication of the producer and/or the product inside and that the package(s) inside have already been officially entered in the competition in at least one of the foregoing categories.

Companies taking part in the competition with at least one sample in the categories from 1) to 11) can also enter one or more products in categories 12), 13), 14) and 15) free of charge.

Special "Environment & Sustainability" Award The Jury may also award a special prize to eco-sustainable packaging. In order to take part in this award, samples sent must be accompanied by pertinent sustainability certificates.

Special "Innovation & Technology" award. In relation to companies presenting innovation in terms of materials, performance and technologies, the best packaging will be selected and awarded the special "Innovation & Technology" prize.

Finished bottles for still wine means bottles containing a product with natural carbon dioxide less than 1 atm. Semi-sparkling wines are defined as products with a pressure between 1 and 2.5 atm at 20 °C with alcohol content of no less than 9° and effective alcohol of no less than 7°.

The Competition is not open to finished bottles for products not included in one of the categories indicated above.

ARTICLE 5

Every Company may present as many finished bottles as they wish for every category as per Article 4 above. Companies are not entitled to refunds of entry fees or finished bottles entered but not accepted for the competition. This rule also applies to companies sending samples that are judged to be incompatible with the groups and categories envisaged in the Competition as governed by Article 4 above. To ensure better evaluation by the jury, companies are invited to indicate in the application form the reference target and a description of the marketing strategy for all packaging entered in the competition.

ARTICLE 6:

Companies entering bottles with labels and accessory products in this Competition must send them by courier and/or post by 15 March 2023 to the following address: KUEHNE + NAGEL SRL (KN Expo): Expo & Event Logistics, Via Belgio, Gate "E", 37135 VERONA VR • email: verona.fiere@kuehne-nagel.com, as follows:

a) **registration of the package** performed online in the reserved Business Portal area for exhibitors (for online registration of the package, use this link - <http://www.vinitaly.com>).

b) **copy of the payment of the competition registration fee of € 25 + VAT and € 125 + VAT for each registered package.** For Exhibitors at Vinitaly 2023 participation in the competition is free of charge and each registered package will pay the fee of € 125 + VAT. For **companies registered for the Sol d'Oro 2023 Competition**, entering this competition is free of charge and the fee of €100 + VAT will be paid for each label. Payment must be made by bank transfer to the following bank coordinates: BANCO BPM SPA - Agenzia Cassa Mercato - Verona - IBAN:

IT37K050341175100000124030 - SWIFT: BAPPIT21011, in the name of Veronafiere S.p.A. **For non-Italian companies, registration fees will be invoiced without applying VAT provided that the VAT n° is indicated in the application form.** The bank transfer must clearly indicate the name of the Company taking part and the reason for payment - "27th Vinitaly Design International Packaging Competition" (any bank costs are chargeable to the company entering the competition). Finished bottles entered by Companies without payment of the Registration Fee will be excluded from the Competition;

c) 3 fully packaged bottles; **mock-up** packaging is also allowed.

Please provide documentation together with the samples inside the delivery box. The packaging articles entered in the Competition by registered Companies will not be returned but remain in the possession of Veronafiere for promotional purposes. Award winners may be asked to provide additional bottles, again for promotional purposes.

ARTICLE 7

The organisers decline any and all responsibility for any delays in delivery of samples as per the closing date, for total or partial loss of samples during transport, for alterations or damage to bottles with labels and accessory products and for breakages or other damage arising during transport. **Costs for shipping, customs clearance, and subsequent transport to the destination-** VinLog powered by Kuehne Nagel, Via Dolomiti 7, loc. Cà degli Oppi, 37050 Oppeano (VR), Italy - are charged entirely to the companies in question. **These costs must be paid directly to the shipping agent. Companies which do not adhere to these dispositions will not be entered in the Competition. Samples that do not satisfy these regulations will be automatically excluded from the Competition. This will not entitle the Companies to a refund of the registration fee already paid; inasmuch, the shipment is made at the Company's entire expense and its own risk. Samples shipped with payment on delivery will not be accepted. Samples that are not accepted are not returned to sender.**

ARTICLE 8

From receipt to presentation to the Jury of finished bottles, Veronafiere implements scrupulous and appropriate storage of samples to ensure the best possible integrity of such packaging and finished bottles. A Notary Public or Lawyer formally appointed by Veronafiere will ensure all formalities and procedure, supervise the work of the Jury and prepare the final report with competition results.

ARTICLE 9

The President of the Jury is appointed by Veronafiere. The Jury, also appointed by Veronafiere, is made up of people with specific expertise: designers, art-directors, journalists and sector experts. The Jury itself will define evaluation criteria and modes. The Jury's decisions are final. For reasons of confidentiality as regards participating companies, only the list of finished bottles receiving awards will be notified but not the names of participating companies, nor the score ratings assigned to individual samples. The Jury will only be presented with finished bottles conforming to current laws defining presentation and labelling on the basis of a report prepared by an expert in legislation appointed by Veronafiere. The Jury may decide at its discretion not to make one or more awards, or to assign one or more joint awards, in accordance with Articles 10 and 11 of these Regulations.

ARTICLE 10

The following awards are made in each single category: **Gold Label, Silver Label and Bronze Label** for finished bottles obtaining the highest scores made by the Jury and the Graphics studios that developed them. **Companies may only receive one award in each category.**

ARTICLE 11

For packaging earning Gold Labels and the graphics studios that developed them, the Jury, at its sole discretion, may assign **Special "Label of the Year" award.** This award supersedes all other awards. The "GDO Label" Special Prize will be made to the label that stands out best on large-scale distribution retail shelves. The Jury may also award the special "Environment & Sustainability" prize to the best eco-sustainable packaging. The special "Innovation & Technology" prize will be awarded to the Company which stands out for its innovation input concerning materials, performance and technologies.

ARTICLE 12

The **packaging earning awards** will be announced during a special event organized by Veronafiere within the scope of the **55th Vinitaly scheduled 2-5 April 2023.** The complete list of wines and companies winning awards will be published on the event page of the Vinitaly website and through press releases for Italian and international journalists. These wines will also be included throughout 2022 in special promotional initiatives organised by Veronafiere. In particular, Veronafiere reserves the right, in order to promote the Competition and award-winning samples, to present the bottles with labels and accessory products winning awards to trade operators, caterers, journalists and buyers through specific initiatives on a national and international scale. Awards which are not collected during Vinitaly itself will be sent to the winning Companies by Veronafiere, which declines any and all responsibility for any loss or non-delivery.

ARTICLE 13

The Management Committee reserves the right to modify these regulations at any time and whenever necessary.

MEMORANDUM

REGISTRATION MUST BE MADE ONLINE
to register packaging, connect to the Veronafiere Business Portal

- 1) Each Company may present an unlimited number of samples for each category envisaged by Article 4 of these Regulations.
- 2) Companies are required to submit 3 identical samples of each finished bottle.
- 3) Packaging, together with the documents indicated in Article 6 of these Regulations, must be received by Veronafiere between 14 November 2022 and 10 March 2023 (Article 6 of these Regulations).
- 4) The following awards are made in each single category: Gold Label, Silver Label and Bronze Label, respectively for finished bottles obtaining the highest scores made by the Jury and the and the Graphics studios that developed them. Companies may only receive one award in each category.

For packaging earning Gold Labels and the graphics studios that developed them, the Jury, at its sole discretion, may assign Special "Label of the Year" award. This award supersedes all other awards.
- 7) The Company obtaining the best scores for coordinated image, i.e. the ability to highlight the unmistakable Company style through different packaging, will receive the Special "Coordinated Image 2023" Award. This Award will also be assigned to the graphic design studios that developed the award-winning packaging. This Award will be assigned provided that the company has at least three entries accepted after the first assessment stage.
- 8) The "GDO Label" Special Prize will be made to the label that stands out best on large-scale distribution retail shelves.
- 9) Among the companies that stand out in the ecology sphere, the best label will be selected and receive the Special "Environment & Sustainability" prize.
- 10) In relation to companies presenting innovation in terms of materials, performance and technologies, the best packaging will be selected and awarded the special "Innovation & Technology" prize.
- 11) The complete list of wines and companies winning awards will be published in the event page of the Vinitaly website and through press releases for Italian and international journalists. Award-winning packaging will be involved in a series of promotional actions throughout 2023.
- 12) A notary public or lawyer appointed by Veronafiere will ensure correct procedures and compliance with these Regulations.



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For more info:

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