



**INTERNATIONAL
PACKAGING
COMPETITION**

VERONA 12 / 3 / 2007

REGULATIONS
International Packaging Competition

ARTICLE 1

The 41st Vinitaly, scheduled 29 March-2 April 2007 in Verona (Italy), will also host the **12th "International Packaging Competition"** designed to highlight the best "finished bottles" for wine, spirits made from wine-based products and spirits or liqueurs based on fruit other than grapes as well as to reward and stimulate efforts by Wine Companies in continual improvement of their image.

ARTICLE 2

The Competition has the patronage of the Italian Ministry of Agricultural, Food and Forestry Policies and the Italian Ministry for Economic Development. VeronaFiere will appoint a Management Committee, chaired by its President, that will have the task of supervising the 12th International Packaging Competition.

Its decisions are final.

ARTICLE 3

The 12th International Packaging Competition is open to all finished bottles conforming to European Union Regulations 2392/89 and 3201/90 or the definitions of the Organisation Internationale de la Vigne et du Vin presented by producer Companies from any country. "Producer Companies" means those companies that have packaged the product using the finished bottles entered in the Competition and inasmuch named as such on the label.

"Finished bottle" means everything used for bottling products: bottle, cork, capsule, front label, back label, collar, pendant, seals (excluding outer wrapping). Only these items will be evaluated by the jury.

The 12th International Packaging Competition is exclusively intended for finished bottles for a minimum quantity of 1,000 bottles of the capacities envisaged by current laws.

The Competition is not open to finished bottles for contents made from grapes and musts or from fruit 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.

ARTICLE 4

The products presented at the 12th International Packaging Competition are arranged in 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 red and rose wines with denomination of origin and geographical indication;
- 4) finished bottles for sparkling wines with denomination of origin and geographical indication;
- 5) finished bottles for sparkling wines produced with fermentation in autoclaves (Charmat method) and fermentation in the bottle (classic method);
- 6) finished bottles for spirits made from grapes, marcs, must or wine.
- 7) finished bottles for spirits or liqueurs based on fruit other than grapes.

Finished bottles for still wine means packaging containing a product with natural carbon dioxide less than 1 atm.

Sparkling wines means products with a pressure between 1 and 2.5 atm at 20 °C with alcohol content 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 up to five finished bottles for every category as per Article 4 above. The samples entered by Companies that do not satisfy this requirement will be excluded from Competition. The Company will not be entitled to the reimbursement of the entry fee nor of the finished bottles entered but excluded. The same sanction will be applied to Companies entering finished bottles that do not conform to the categories envisaged in the Competition.

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 finished bottles in this Competition must send by courier and/or post by 1 March 2007 to the following address:
VERONAFIERE - "12th International Packaging Competition - Vinitaly 2007" - Viale del Lavoro, 8 - 37135 Verona (Italia) - Tel 0458200917
Tel 0458297040 - Fax 0458297042) the following:

- a) application, using the enclosed form, complete in every part and signed by the Company director;
- b) copy of the payment of the entry fee ?138.00 + Vat 20% (total ?165.60 for every finished bottle entered) to cover registration expenses by bank draft through the following banks: Banco Popolare Verona - Novara, Ag. Cassa Mercato, IT53 - CIN P - ABI 05188 - CAB 11793 - c/c 000000122261 – IBAN IT53 P 05188 11793 000000122261 - SWIFT: CRBPIT2V011, made out to CONCORSI INTERNAZIONALI - VINITALY 2007. The draft must clearly indicate the name of the Company taking part and the reason for payment - "12th International Packaging Competition" (any banking expenses are chargeable to the participating company). Finished bottles entered by Companies without payment of the Registration Fee will be excluded from the Competition;
- c) 3 completely finished bottles;

Together with the foregoing, companies must also provide notification and consent as per "Privacy Law" D. Lgs. 196/2003 duly stamped and signed by the legal representative. A single notification and consent as per "Privacy Law" D. Lgs. 196/2003 will suffice even if several samples are entered.

All documents must be typed/printed or handwritten in capital letters.

Please provide documentation together with the samples inside the delivery box.

The packaging articles entered in the Competition by enrolled Companies will not be returned but will remain in the possession of the Organiser for promotional purposes.

ARTICLE 7

The organisers decline any and all responsibility for eventual delays in delivery of samples as per the closing date, for total or partial loss of samples during transport, for alterations or damage to finished bottles and for breakages or other damage arising during transport. Expenses for shipment, customs clearance and final transport to destination - VERONAFIERE "12th International Packaging Competition - Vinitaly 2007" - Viale del Lavoro, 8 - 37135 Verona (Italy) - shall be borne entirely by Companies taking part in the event. These expenses 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. In such cases, companies will not be entitled to reimbursement of enrolment fees already paid and, inasmuch, shipment expenses shall be borne entirely by companies at their own risk and hazard. Samples shipped with payment on delivery will not be accepted. Samples that are not accepted will not be returned to sender.

ARTICLE 8

From receipt to presentation to the Jury of finished bottles, the Organiser ensures scrupulous and appropriate storage of samples to ensure the best possible integrity of such packaging and finished bottles.

A Notary or a Lawyer formally engaged by the Organiser will ensure all formal aspects and operative modes, supervise the work of the Jury and prepare the final report with competition results.

ARTICLE 9

The Jury will be chaired by a major personality in the world of design appointed by the President of VeronaFiere.

The Jury, appointed by VeronaFiere and comprising persons of specific competence, will be made up as follows:

- 2 designers,
- 2 art directors,
- 2 journalists in packaging and/or wine sectors;
- 1 oenologist,

The Jury itself will define evaluation criteria and modes.

The decisions of the Jury shall be 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 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 wine 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

In each category, five finished bottles are selected which will respectively receive the following awards: **Gold Label, Silver Label, Bronze Label and 2 Special Mentions**, for the finished bottles obtaining the highest assessments of the jury and for their designers.

Companies may only receive one award in each category.

ARTICLE 11

For finished bottles receiving Gold Labels, the Jury - at its complete discretion - may also assign the **Special "Label of the Year" Award** in the wine and spirits-liqueurs categories.

This award supersedes all other awards.

The Company from every country which obtains the highest assessments for finished bottles passing at least the initial selection stage will receive the **Special "Packaging 2007" Award**, respectively for the wines and spirits-liqueurs categories.

This award will be made provided that the country of origin has taken part with no less than five Companies.

A Special **"Coordinated Image 2007" Award** will also be made, respectively in the wines and spirits categories, to the Companies achieving the highest assessments concerning coordinated image, that is the capacity to highlight an unmistakable Company style through different finished bottles.

This Award will be assigned provided that the company has at least three entries accepted after the first assessment stage.

ARTICLE 12

The announcement of the winners of the Packaging Competition is envisaged on the occasion of a specific event organised by Veronafiere, together with the awards to wines winning the 15th International Wine Competition.

The finished bottles receiving awards will be included in a specific list distributed by Vinitaly to Italian and international press.

They will also be included throughout 2007 in special promotional action organised by Vinitaly. In particular, Veronafiere reserves the right, in order to promote the Competition and award-winning samples, to present the finished bottles winning awards to trade operators, caterers, journalists and buyers through specific initiatives on a national and international scale.

The awards which are not taken 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.

PLEASE REMEMBER THAT:

- 1) Each company may send in up to **5 finished bottles** for each wine category.
- 2) Companies are required to submit 3 bottles of each finished bottle.
- 3) Samples, along with the papers prescribed in Art. 6 of these Regulations, must reach the Veronafiere by March 1st 2007 (Art. 7 of the Regulation).
- 4) In each category, five finished bottles are selected which will respectively receive the following awards: **Gold Label, Silver Label, Bronze Label** and **n. 2 Special Mentions**, for the finished bottles obtaining the highest assessments of the Jury and their designers.
Companies may only receive one award in each category.
- 5) For receiving Gold Labels, the jury - at its complete discretion - may also assign the **Special “Label of the Year Award”** in the wine and spirits - liqueurs categories.
This award supersedes all other awards.
- 6) The company holding the highest score for its country, limited to the finished bottles that have passed at least the first selection stage, will be awarded the **Special Prize “PACKAGING 2007”**, respectively for the wines and spirits - liqueurs categories.
- 7) The **Special Prize “COORDINATED IMAGE 2007”** is awarded to the company adjudged the best for its ability to put across an unmistakable company style through the use of different finished bottles, respectively for the wines and spirits - liqueurs categories.
- 8) Prize-winning finished bottles are assembled in an elegant booklet to be circulated to the Italian and international press; in addition, they will be the focus of a number of promotional activities throughout 2007. In particular, for the purposes of promoting the Competition and the prize-winning samples, Veronafiere reserves the right to present the award-winning finished bottles to those in the wine trade, restaurateurs, journalists, and buyers at events both in Italy and abroad.
- 9) A notary public or a lawyer appointed by the Veronafiere will ensure fairness and compliance with the regulations.



VERONAFIERE

ENTE AUTONOMO PER LE FIERE DI VERONA

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