

Rodney Strong Wins Best of Show in Packaging Design Contest

Experts in design and the wine trade evaluated 179 entries to this year's Wines & Vines Packaging Design Contest and selected winners in five categories as well as Best of Show. The top 50 entries were also presented at the fifth annual Wines & Vines conference held Aug. 9. The conference, which featured a keynote address by vintner Randall Graham, drew more than 400 people to the Lincoln Theater in Yountville, Calif.

Photos of all the winners can be seen at winesandvines.com or wvpack.com.

The competition included five competing categories, and this year's winners include:

Classic

(Classic entries were judged on visual appeal, design functionality, appropriateness for price and

creative utilization of standard wine packaging.)

Gold & Best in Show: Rodney Strong Vineyard Upshot, Rodney Strong Wine Estates, Healdsburg, Calif.

Silver: Deep Sea entered by Conway Family Wines, Buellton, Calif.

Bronze: Stokes' Ghost, entered by Scheid Family Wines, Greenfield, Calif.

Luxury

(The luxury design category was open to any wine packaging for a brand that retails for \$40 and more.)

Gold: Liquid Farm Winery, Lompoc, Calif.

Silver: Reynolds Family Winery, Napa, Calif.

Bronze: Dry Creek Vineyard, Healdsburg, Calif.

Redesign

(Judges reviewed the original

wine packages and redesigned packages side by side. Entries were judged on the successfulness of the redesign, visual appeal, design functionality and appropriateness for the price segment.)

Gold: Hedgeline Vineyards, entered by WX Brands, Novato, Calif.

Silver: Cline Old Vine Zinfandel entered by Affinity Creative Group, Mare Island, Calif.

Bronze: Murphy-Goode Winery, entered by Jackson Family Wines, Santa Rosa, Calif.

Series

(Entries to this category consisted of two or more brands with packaging designed to work together as a whole.)

Gold: Menagerie, entered by Nomadica, Los Angeles, Calif.

Silver: Bonny Doon Vineyard, Santa Cruz, Calif.

Bronze: Artesa/Club Wines, entered by Mucho, San Francisco, Calif.

Alternative

(The Alternative Format category was open to any packaging not in a standard glass bottle.)

Gold: Wine By Joe, Dundee, Ore.
Silver: Francis Coppola Diamond Collection Sauvignon Blanc, Francis Ford Coppola Winery, Geyserville, Calif.

Bronze: The "Pink River" Rose, entered by Nomadica Wine, Los Angeles, Calif.

People's Choice

Conference attendees voted on the top 50 entries in the contest to determine the winner of the People's Choice award, which went to Final Cut by Francis Ford Coppola. The Final Cut bottle features a plastic sleeve wrapped around it and when twisted makes images appear printed on the bottle as if they are moving.

—Stacy Briscoe

QUALITY STAINLESS TANKS

QST offers its clients.....
Professionally fabricated stainless tanks
35 years of tank fabrication experience
Performance & reliability guarantees
Custom designs & modern features
Quick & competitive tank project pricing
On site tank repairs & modifications
Special application tanks of all sizes
"In stock tanks" from 500 to 10,000 gallons



510 Caletti Ave. Windsor, Ca. 95492

Phone 707-837-2721 or Toll-Free 877-598-0672

www.qualitystainless.com Company Website
winetanks@aol.com email contact/sales info

Custom Fabricated Tanks for the perfect size & fit... or Ready to Ship "Stock Tanks"
Either way QST is ready to assist our clients!

Call QST today for information or pricing!