



*Award for the best presentation of wines*

**ALBERTO ALESSI - PRESIDENT OF THE  
INTERNATIONAL PACKAGING COMPETITION JURY.  
VINITALY'S MAJOR INTERNATIONAL COMPETITIONS UNDERWAY**

**The season starts on Friday March 14 with the 18<sup>th</sup> International Packaging Competition, while 26-30 March sees the 21<sup>st</sup> Vinality International Wine Competition swing into action. The two competitions return as a preview for the Exhibition of Wines and Spirits scheduled 6-9 April.**

**Verona 10 March 2014** – Alberto Alessi, Chairman of Alessi SpA and Director of design management, strategic marketing and communications, is the President of the Jury for the 18<sup>th</sup> International Packaging Competition scheduled 14 March in Verona. The competition was set up founded on the initiative of Veronafiere and Vinality (6-9 April 2014 - [www.vinality.com](http://www.vinality.com)) to reward producers of wines and spirits who also invest in product image.

This event is followed 26-30 March by the 21<sup>st</sup> International Wine Competition - which has always been considered as the most important, popular and especially the most selective in the world, with medals awarded to no more than 3% of samples entered.

The highly qualified jury for the Packaging Competition sees President Alberto Alessi joined by Riccardo Facci, art-director and founder of the Facci & Pollini creative agency, designer Luca Fois, creative advisor and Adjunct Professor at the Faculty of Design, Milan Polytechnic University, Giuseppe Martelli, Director General of Assoenologi, and journalist Elena Caccia of Civiltà del Bere.

The following awards will be made by the International Packaging Competition: Gold label, Silver Label and Bronze Label in the seven categories envisaged in the regulations. The company from every country achieving the highest scores for packaging passing at least the first selection stage will be awarded the Special "Packaging 2014" Award in the wine and spirits categories respectively. The jury will selected the Special "Label of the Year 2014" Award from among the winners of Gold Label Awards, again in wine and spirits categories, while the company achieving the best scores for coordinated image, i.e. the ability to highlight a unique style across different packaging, will be awarded the Special "Coordinated Image 2014" Award. This award is only presented on condition that at least three packaging projects by the company have passed the first evaluation phase.

The decision to return Vinality's major international competitions to dates just before the opening of the exhibition itself was taken in relation to the marketing needs of companies, which thereby have the possibility of presenting award-winning products.

**Veronafiere Press Service**

**Tel.: + 39.045.829.82.42 – 82.85**

**E-mail: [pressoffice@veronafiere.it](mailto:pressoffice@veronafiere.it) - [www.vinality.com](http://www.vinality.com)**