



The Award is scheduled for 24 March 2016 in Verona

CLETO MUNARI IS THE NEW PRESIDENT OF THE INTERNATIONAL PACKAGING COMPETITION JURY

Registration has been extended to 18 March for the 20th edition of the Veronafiere-Vinitaly Competition for the best finished bottles for wines, spirits, liqueurs and olive oils.

Verona, 10 March 2016 – Active in design, fashion and luxury fields for over four decades, with works on show in more 100 museums - including MOMA and the New York Metropolitan: **Cleto Munari** is the new **President of the Jury** for the **20th edition** of the **International Packaging Competition** scheduled on 24 March. The contest, organized by Veronafiere and Vinitaly since 1996, rewards the best "finished bottles" of wines and spirits made from grapes, grape must or wine, and – starting last year – is also open to categories of spirits not made from rom grapes (gin, rum, whisky), all liqueurs and extra virgin olive oil.

*"The objective of the International Packaging Competition," said **Giovanni Mantovani, CEO & Director General of Veronafiere**, "is to provide these sectors opportunities for discussion about trends and innovation in graphic, design and packaging fields at the same time as rewarding the commitment and creativity of companies in terms of continuous image improvement. And to ensure even further prestige for the initiative this year, Cleto Munari - an eclectic world-renowned designer - has agreed to be President of the Jury."*

The deadline for **registration for the competition** has been extended until 18 March; the jury will makes it decisions on 24 March.

In all, the competition envisages **11 product categories** rewarded with Gold, Silver and Bronze Labels, the special Label of the Year and Corporate Identity Award. The jury comprises designers, wine-makers, journalists specialising in the packaging sector and art directors. Its task is to assess finishing aspects: bottle, closure, capsule, label, back label, collars, pendants and seals. And, with a view to encouraging innovation and excellence, awards are not automatically made every year.

In 2015, entries for the competition arrived from as far afield as Argentina, Chile, Croatia, Greece, Italy and Spain.

The **Regulations** of the International Packaging Competition are as strict as ever. Entries are open to producers from all countries provided they have bottled the product in the package registered for the competition and, consequently, are indicated as such on the label. A minimum production quantity of at least 1000 bottles for each sample entered is required.

► [Link for more information and competition registration.](#)

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