



HANDPICKED™ WINES

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Handpicked Wines wins global packaging award



Handpicked Wines has received a trophy at the 2016 World Label Awards in Belgium. The same label won 'Best Label' at the 2015 Label and Tag Manufacturers Awards in Australia and will feature in the 'Best of the Best' exhibition at the 2016 World Label Awards in Chicago in September.

Seen as the industry's 'technical Oscars' and representing the gold standard in printing, design and packaging, the awards are judged by an international jury of experts. "We are always looking for that extra mile as far as quality goes," said chairman of the international judging panel Tony White.

The winning Handpicked Regional Selections label was created in partnership with Melbourne design agency Studio Round and printed at Studio Labels in Adelaide.

The design used on all wines in Handpicked's Regional Selections range features the 'Handpicked hand' and a unique pattern representing the Australian landscape, with intricate gold foiling and embossing.

Handpicked's brand philosophy revolves around the concept of curating the best wines from the best regions. The curation element is reflected through the label designs which represent the regional terroir and all contain a unifying gold element.

Handpicked worked with Melbourne agencies Dig and Fish and Studio Round to refine its branding and design across all labels tiers. In addition, Handpicked's in-house design and production team has spent two years and multiple printing tests and trials perfecting the printing of its labels and extending the branding to all areas of the business. It is part of the company's commitment to a brand aesthetic that is non-traditional, contemporary and design-focused.

Voted one of Australia's best new wineries in 2015 by James Halliday, Handpicked Wines continues to focus on excellence in all areas of wine production, marketing and packaging.

For more information contact Marketing Manager Imogen Hayes: ihayes@dmgfinewine.com.au or on 0431 056 936.

www.handpickedwines.com.au

