



Kraken Rum's unique bottle shape found favour with the judges

giant squid design reminded them of the kind of imagery that used to go with old sea dog tales, illustrated in the old print pastiche of the giant squid. Esterson said: "It is a quirky, but beautifully executed, piece of pastiche design."

With a spiced rum market dominated by a few old brands, the design agency looked to create a design that had "a bit more spice and attitude". The judges agreed that its objective to maximise the brand's shelf standout was achieved "hands down". "The squid's eyes draw you in," said Fawkes, "it's fantastic. The design maximises shelf standout with a memorable image."

"It ticks all the boxes," added Campion. "It has 'buy me' appeal. It is very well differentiated from Sailor Jerry, for example." Adams said it was the kind of product you wanted to "pick up, take home and own".

**BEST LIQUEUR**

**Solerno**

**Design agency: Stranger & Stranger**

This brand encapsulates the use of innovative packaging and bottling, incorporating them into the overall design. The Murano-inspired bottle includes an orange squeezer-shaped punt which has helped make Solerno stand out in a category dominated by brown-bottle brands.

The brief was to create a fresher alternative with a lighter, brighter flavour profile, combined with a younger lifestyle design. The judges loved the tactile nature of the brand, a product you just have to pick up and admire – before you even open the bottle. "It is a beautiful bottle, which makes good use of the colour of the drink. Restrained contemporary typography," said Esterson.

**BEST RELAUNCH**

**Andrew Peace Family Reserve**

(Andrew Peace Wines)

**Design agency: Saltree**

This is a good example of how a high-profile supermarket brand has been able to use a new design to freshen up its range, and appeal to consumers. The Family Reserve wines are the cornerstone of the Andrew Peace range and therefore essential to the overall brand's performance. The wines represent the first new look for the range in four years. The design brief was to "subtly lift the premium feel of the product, while retaining the brand's core understated appeal".



**BEST NEW PRODUCT**

**Little Beauty**

(Vinutra)

**Design agency: Strategy Advertising & Design**

This really caught the eye of the judges for its brilliance in executing a simple, but highly innovative idea. The brief was to provide standout shelf presence for a New Zealand wine company looking to break into the UK market.

The brand needed to demonstrate it was "proudly and confidently Kiwi" and drive response through its front label while using the back label, to "motivate and convert" consumers. By using the iconic images of the North and South Islands, the brand quickly says "Kiwi" and would appeal to all New World consumers, as well as New Zealand and Australian ex-pats and those with an affinity for the country. Esterson was particularly impressed. "Outstanding," he said. "A beautiful, contemporary label. I hope the wine is as good as the label. It's a really interesting attempt to do something different." He even picked up on the fact that the label's typeface was created by New Zealand designer Kris Sowersby.

"It looks a million dollars," added Adams.



**BEST REDESIGN**

**French Connection Classics Saumur Champigny**

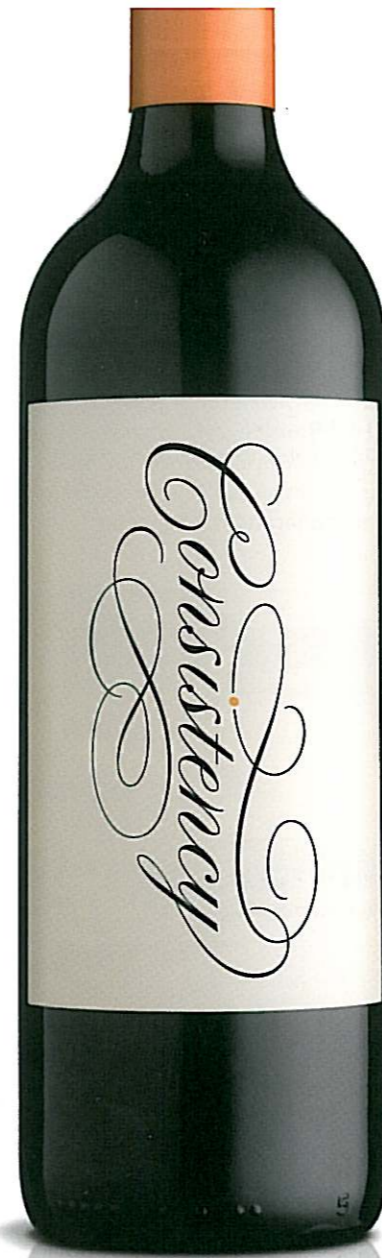
(Alliance Loire)

**Design agency: Amphora**

A classic example of how a design can be used to showcase the quality of the wine and overall product. The French Connection Classics range has been developed to bring new life to lesser-known French AOCs, such as the appellation Saumur Champigny C ntrol e. The design brief's key objective was to make the most of the French Connection Classic Roundel "incorporated with a piece of distinctive, but classic, packaging, that would bring a refined elegance to this Loire wine".

It certainly worked for Adams. "Very smart and classy, and looks like it's from the Old World," he said.

Fawkes said he thought the design would appeal to both male and female buyers. "It is a distinctive, classic design. Elegant and assured for an off-trade brand." ▶



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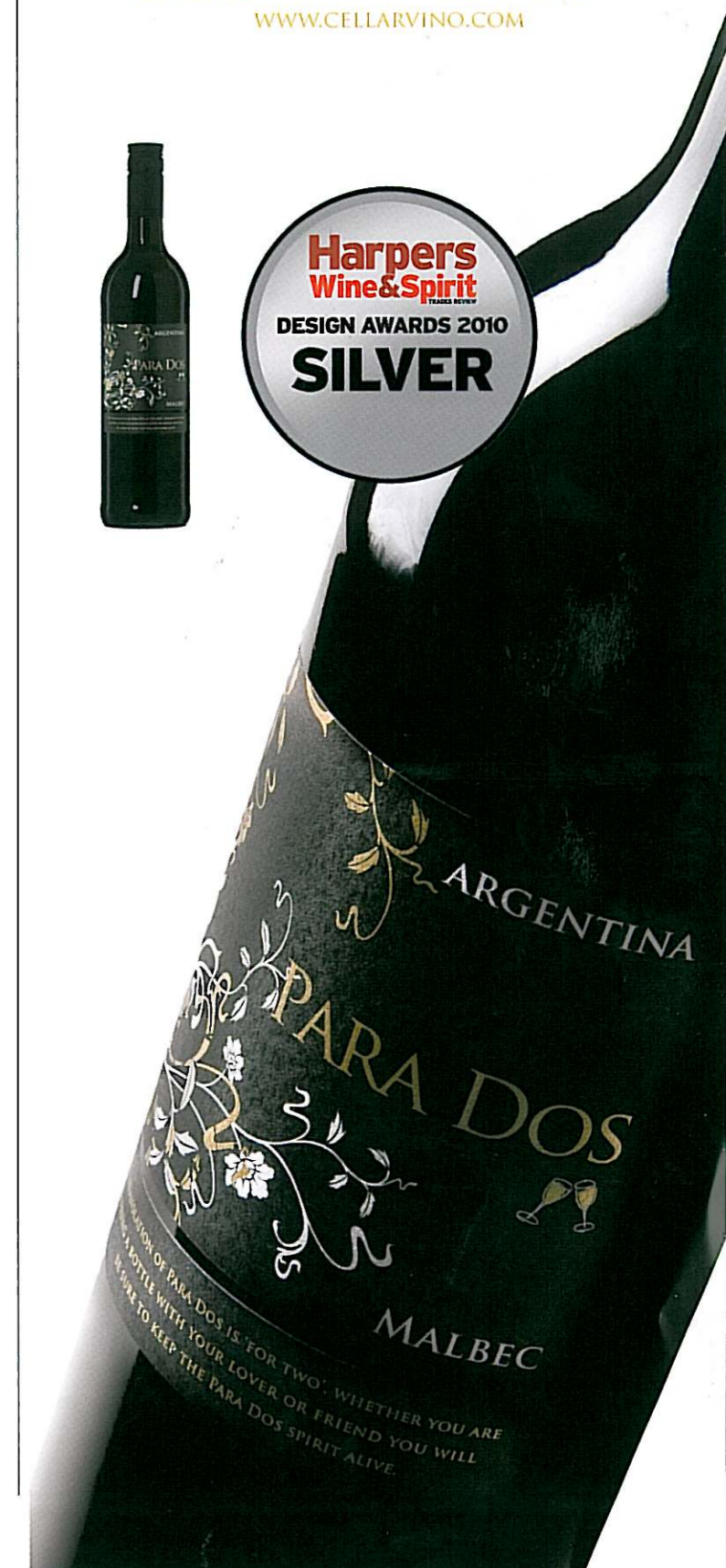
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## DESIGN AWARDS 2010



### BEST DESIGN AGENCY

#### STRANGER & STRANGER

Stranger & Stranger is no stranger itself to picking up awards and accolades for its design work in the field of drinks. Its impressive line-up of entries in the 2010 Design Awards is testament to its position as one of the key influences in the drinks industry today. It may not have entered as many brands as some of its competitors,

but the success rate of the ones it did, was spot on, picking up three trophies and a silver medal. The agency has established itself as a specialist in branded drink design, creating new looks for more than 100 products a year. Formed in 1995, it is more of a case of saying who has not worked with this agency than who has. It prides itself in getting involved in all stages of the production process to ensure its design matches the needs and profile of the brand. [strangerandstranger.com](http://strangerandstranger.com)



## MEDAL WINNERS

### Gold medal winners (product/UK distributor brand owner and design agency)

Tesoro, Esterhazy Wein (in house)  
Oveja Negra – The Lost Barrel, Via Wines (Amphora)  
Flamin' Galah Riesling Rosé 2009, Laithwaites (KS Design Studio)  
La Fonte d'Oro 2008, Laithwaites (Mario Felice Schwenn)  
Château Trois Colombes, Boutinot (Dare!)

### Silver medal winners

AG47, Argento Wine Company/Bibendum (Barlow Doherty)  
Via Vecchio (now Vespucci), Alliance Loire (Amphora)  
Mancura Range, Morandé/Bottle Green (Piano & Piano)  
Hommage à Joseph Haydn, Esterhazy Wein (in house)  
H Blin Champagne – The Vintage Boxes, Julian Baker Fine Wines  
Chante-Clair (Stranger & Stranger)  
Para Dos Malbec, Export Union/Cellarvino (in house)  
Birds & Bees, Trivento (Barlow Doherty)

### Bronze medal winners

Vin Santo de Chianti, Tenuta di Pomine (Donkey Studio)  
CanCan, Guy Anderson Wines (Molini)  
Hardys Nottage Hill Freshcase, Constellation Europe (Drinkworks)  
Luxardo Sambuca Dei Cesari, Cellar Trends (Bluefield Creative)  
Bad Angel, Babco Europe (Bolo)  
Benrines Special Release, Diageo (The Brand Union)  
Mannochmore Special Release, Diageo (The Brand Union)  
Pittyvaich Special Release, Diageo (The Brand Union)  
Mas o Menos, Kingsland Wine & Spirits (Dare!)  
Wildwood, Kingsland Wine & Spirits (Dare!)  
Dry River, Kingsland Wine & Spirits (Dare!)  
Mirror Lake, Kingsland Wine & Spirits (Dare!)  
Valdivieso, Valdivieso/Bibendum (Barlow Doherty)  
Inycon, Settesoli/Enotria (Barlow Doherty)  
Hidden Rock, Kingland Wine & Spirits, (Design Core)  
Chilean Standard, Spar UK (Robson Dowry)  
Vetro, Provinco (Amphora)

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*Top Merchants* 2010

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## Top Merchants at the London International Wine Fair



## Calling all Top Merchants!

Harpers Wine & Spirit is putting on a seminar at next month's London International Wine Fair to examine the opportunities and possibilities for independent merchants in the year ahead.

We will be hosting a session on **Wednesday 19th May** between 3.30pm and 4.45pm.

The topic of the debate is:

**WHAT INDEPENDENT MERCHANTS NEED TO DO TO MAXIMISE SALES AND MAKE THE MOST OF INCREASED INTEREST IN THEIR SECTOR.**

Confirmed speakers:

**Nicky Burston**, World Wine Agencies, will look at what producers are increasingly requesting from merchants.

**James Fleetwood**, Delibo Wine Agencies, will give his personal do's and don'ts of making the most of independent sales.

**Keith Lay**, Ehrmanns Wine Agencies, will look at how independents can build closer ties to their customers.

**Gavin Partington**, The Wine & Spirit Trade Association, will report back on consumer research it has taken out on Top Merchants.

**Richard Siddle**, Editor, Harpers Wine & Spirit, on how to make the most of your PR. How to get coverage in regional and trade press and make the most of social networking.

To attend, please contact **Rikki Mudie** on 01293 610396 or email [rikki.mudie@william-reed.co.uk](mailto:rikki.mudie@william-reed.co.uk)

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