

New Zealand Olive Oil Awards: Best Label 2019

5th Ollie's

Print 4 | Design 3.5 | Shelf Appeal 3.5 **Total 11**

This label is gorgeous to look at with nice clean colours and fonts, and very nicely printed on a good quality stock. The gold text is easy to read and adds a classy touch, however we felt that the choice of bottle shape and size gave it the appearance of a bottle of wine, which lowered its shelf appeal due to potential confusion.

4th Juno

Print 3 | Design 4.5 | Shelf Appeal 4.5 **Total 12**

This label is bold and eye-catching, giving it great shelf appeal as the product is easily and immediately identifiable, and all the information is easy to find before you pick the bottle up. We also love the way the label has been designed and cut to suit the bottle's shape, and the way the black label blends with the dark bottle.

3rd Rata

Print 3.5 | Design 4 | Shelf Appeal 5 **Total 12.5**

We love this label's simple yet eye-catching design. The eclectic use of fonts adds a real point of interest, and the words 'olive oil' stand out without shouting. We all agreed that it would be our first choice for grabbing off the shelf to use in our own kitchens.

2nd Pressed Gold

Print 5 | Design 4.5 | Shelf Appeal 4 **Total 13.5**

We loved the printing of this label, with its high quality metallic ink and laminated sticker stock. The simple hand-drawn design was also very eye-catching and left you in no doubt as to what the product was at a quick glance. The information on the back was easy to read, but we felt that the centre-justified text at the top looked a little clumsy and let the overall aesthetic down a bit.

1st Terra Sancta

Print 5 | Design 4.5 | Shelf Appeal 4.5 **Total 14**

We loved the quirky bottle shape and size, and the label itself was beautifully printed with subtle gold highlights on a high quality stock. The label outline was intricate and worked perfectly with the unusual bottle, giving it a real 'look at me' quality. We agreed that if we were buying a bottle of olive oil as a gift, this would be our first choice.