

New Zealand Olive Oil Awards: Best Label 2020

6th Simunovich Olive Estate

Print 3 | Design 3 | Shelf Appeal 3.5 **Total 9.5**

We loved the shape and the feel of this bottle, and found the label eye-catching and memorable. However the back label design and fonts didn't match the front, and the branding was difficult to identify.

5th Blue Earth

Print 3 | Design 3 | Shelf Appeal 4 **Total 10**

We loved the shape of the bottle and the sealed cork at the top added a touch of class. We also liked the slightly quirky branding, but felt that the label could have been a little smaller to better fit the bottle, as some bubbling was noticeable.

4th Juno

Print 3 | Design 5 | Shelf Appeal 5 **Total 11.5**

This label once again caught our eye with its clear branding providing great shelf appeal. We love the way it's shaped to fit the bottle, which has a great functional feel.

3rd Duck Creek Road

Print 4 | Design 5 | Shelf Appeal 4 **Total 13**

This label has a classy design and is beautifully printed on a lightly textured stock with foil finishing. We loved the additional packaging, although found the size and shape of the bottle to be underwhelming once it was out of its box.

2nd Waikawa Glen

Print 5 | Design 4.5 | Shelf Appeal 5 **Total 14.5**

We loved the printing of this label, with its high quality metallic ink and lightly textured stock. The stickers are perfectly cut out with equal spacing around the gold foil border, and the front and back labels match perfectly. The use of the stamp for the batch was a nice touch. It was unclear if the Intense / Medium / Mild image on the back was supposed to be marked to identify which the olive oil applied to.

1st Olives on the Hill

Print 5 | Design 5 | Shelf Appeal 5 **Total 15**

We loved this label and couldn't fault it! The wrap-around design was a point of difference that worked very well, and the product and branding is clear at first glance. The nutritional information is easy to read and the branding flows around the label beautifully. The matt stock gives the label a lovely feel and it has great shelf appeal.

Judging notes: We discounted any bottles that lacked a back label or any other critical information (batch number, volume, etc); that had typographical errors or clear printing faults; or if the label was stuck on very crooked and without care. There were some labels that we really liked but which didn't fit the bottle - two stood out in particular as ones that a more appropriate bottle size would've seen them as finalists.
