

# PRESS RELEASE

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## Best Dressed Wine competition: wine boxes go for elegance

*The Best Dressed Wine in Box contest, which distinguishes the best boxed wine packagings, rewarded the graphic design of 7 boxed wines on September 6 in Azille (South-West France). In the five years since the contest began, boxed wine has found its own visual language, distinct from that of bottled wine, and its identity has become more elegant and understated.*

In the same way as wine sold in Bag-in-Boxes (BIB) has gained full recognition, as the high grades awarded during the past few editions of the International Wine in Box Contest (CIWIB) go to show, the packaging itself too has reached a certain maturity. The jury of the partner Best Dressed Wine contest has noted an increase in the quality of the design of the boxes since its first edition in 2020. The president of the jury also noted higher consistency in the boxes running in the 2024 edition. "Previously we had rewarded boxes designed in a provocative or unexpected manner, in the shape of books or with pictures of kittens, but this year it seems the design of boxed wine has found a more classic form. In any case, wine boxes have found their own visual language, distinct from that of the bottle," said Elodie Bécheras, president of the jury and lecturer in applied arts at the Institut Supérieur Couleur Image Design (ISCID) at Toulouse Jean-Jaurès University (one of the partners of the competition).

### Graphic design that plays with cultural codes and aims for elegance

The jury of designers that met on September 6 in the small village of Azille (in the French winemaking area known as Minervois) rewarded the best boxes in the following categories, which are very similar to those used last year, but that once again had to be revised to stick to the evolution of the graphic design of the competing packagings: portrait of a region, cultural identity, elegance, graphic impact, understatement, and best line, in addition to the tasters' choice, which had been decided during the tasting contest last March.

### Medals for successful wines

Since 2020, the Best Dressed Wine in Box design competition, affiliated to the International Wine In Box Competition, has been rewarding the packaging design of the BIBs that won awards at the tasting. The wines that won the precious golden 'Best Wine in Box' badge at last spring's tasting (117 wines) were given a chance to compete as 'Best Dressed Wine'. A jury of 7 design professionals met in Azille (11) on 6 September. After heated discussions, during which the jurors debated the coherence of the aesthetic choices, the legibility of the information and the quality of the printing, the jury singled out 7 outstanding boxes.

Previously, the 102 CIWIB 2024 tasters had awarded the Palme des consommateurs.

The final list of winners is as follows:

### Tasters' award:

#### BIB'Art Magnum by Puech Haut



**Cultural identity prize**

**Umbala** by Oenoforos



**Portrait of a region**

**Souvenirs** by Flores



**Graphic impact**

**La Provenquière Blanc** by Domaine de la Provenquière



**Best line**

**Lynx Pinot noir and Lynx Chardonnay by Vins Biecher**



**Elegance prize**

**Ramos Elegant White by J.Portugal Ramos Vinhos**



**Graphic understatement**

**100 Vendimias by Bogarve 1915**



## About the Concours International Wine in Box

The Wine in Box contest, created in 2015, was the first contest devoted solely to boxed wines. It is organized by Amelovin in partnership with the University of Toulouse (oenology students) and the Occitanie Region. It is open to producers and distributors of boxed wine. Each year nearly 400 wines enter the competition. As an alternative packaging with a lower carbon footprint than glass, bag-in-boxes (BIBs) are on the rise.

The next edition will take place on March 27, 2025 in Toulouse.

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