

Lourensford Honey Liqueur wins Design & Packaging award

LOURENSFORD Honey Liqueur won the award in the Design & Packaging category (one of 15) of the inaugural FM Wine Business Awards, held at the end of June at Gallagher Estate. It was commended for 'its sophistication through simplicity that clearly denotes the essence of content, while providing differentiation in the category'.

Lourensford Honey Liqueur is the world's only estate honey liqueur and it is handcrafted from the purest, top quality Blue Gum (*Eucalyptus*) honey. It was estate bottled, labelled and packed by hand.

G2design in Stellenbosch was briefed to 'design an exclusive brand using the corporate identity prominently, but also showing off the product and conveying the message that it is a unique and superior honey liqueur'. It responded with a hexagon-shaped box with honeycomb spot UV varnish effect on alternate sides of the box that was ingenious, and added the neck label on the bottle and box with an image of a scientific bee in a single hexagon flowing into smaller spot UV varnish honeycombs on the rest of the label. The body label design is a true expression of the Lourensford brand. The recipe booklet tied with a gold string around the bottle neck contributes to the stylish look of the product, while also picking up on the body label design and the spot UV varnish honeycomb effect of the box on the outside edges of the inner pages.

'I wanted the product to have a superior and exclusive look by keeping it stylish and sophisticated, but still



Lourensford Honey Liqueur, winner of the FM Wine Business Design & Packaging Award. Both the single and six-pack box are supplied by Aries Packaging, the bottle is imported, the cork and capsule are ex Columbit, the labels are provided by Ferroprint, the neck brochure is supplied by VRP Print and the brochure string by Merrypack & Print.

Award winners

Personality of the Year

Young Achiever

Brand Manager of the Year

Jack Russell Design agency

Lourensford Honey Liqueur

Company of Wine People

Stormhoek, Wellington producer

Kleine Zalze

Vineyard Connection

Makro

Winesense

The Winery of Good Hope

Bruce Jack, Flagstone and Constellation

Inke Gouws, champagne importer

Annareth Jacobs, CEO Stellenbosch American Express Wine Route

Best Trade Campaign (Lourensford)

Best Consumer Campaign (Avondale)

Design & Packaging

Best Launch (its Welmoed four pack)

Best Low Budget campaign

Wine Company of the Year

Export Star

Logistics

Retailer of the Year

Independent Retailer award

Sustainable BEE Deal of the Year



Beekeepers Sting - an appropriate choice for a delicious Lourensford Wine Estate Honey Liqueur cocktail!



Wim Braak, national sales manager (on-trade) of Lourensford, receives the Design & Packaging Award



Ronelda Visser, PRO, Peridot Communications and Cindy Clapton, business manager, PACKAGING REVIEW



Violinist, Veronica Bell, from Zamar, entertained the guests

fairly minimalist, clearly indicating that it was a top-class honey liqueur,' says the estate's winemaker and master liqueur maker, Hannes Nel. 'The unique bottle I sourced played the leading role in the design. The black box and recipe booklet was also a must. The flange stopper (T-cork) and unbranded tear-off capsule were chosen to fit the image and colours of the product design,' he adds.

Previously, the Lourensford Honey Liqueur pack design was chosen by a panel of 10 judges, out of 200 entries, to be a Gold Medal and overall Liqueur Category and trophy winner at the 2007 International Wine & Spirit Design Awards. For the first time in the history of the competition, this trophy was awarded for excellence in liqueur design.

'Since the release of Lourensford's Honey Liqueur, we worked very hard to further improve the quality of the packaging,' says Nel. 'Recently, we also launched the Lourensford Honey Liqueur six-pack box. This box picks up on the unique design of the single bottle box and is perforated to open up into a unique display unit, showing off the six single boxes inside. I designed this box, together with Aries Packaging,' he says.

Awards convenors, John Woodward of Frogitt & Vonkel Private Wine Merchants and founder of the Johannesburg Wine Show, and Delarey Brugman, philanthropist, entrepreneur, wine industry investor and owner

of Alluvia Wine Estate, were unanimous that the awards met their initial goal. 'The rationale behind the awards was to shift the industry's focus away from the content in the bottle and instead concentrate on the contributions of role players throughout the value chain,' says Woodward.

Sponsors of the FM Wine Business Awards included Nampak Wiegand Glass, Alluvia Boutique Winery & Guesthouse, Frogitt & Vonkel, surepure, and the Johannesburg Wine Show. ■

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