

LICA 2020- London International Coffee Awards
LITA 2020- London International Tea Awards

REGULATIONS of PACKAGING COMPETITION

Contest

All branded (not bulk) processed or non-processed coffees and teas sold by retail stores are eligible for participation for the best packaging award (London International Food Packaging Awards). The products to be evaluated must be in their distinctive information must be written out correctly and clearly on the label, i.e. they must be products ready to be sold to the consumer public.

Evaluation

The companies that will be awarded have the right to promote their distinction, by using the award and contest logos. Products are evaluated by each member of the Committee. The general rating, on a scale of 100, is the result of the weighted average of the separate ratings.

The award categories are:

- Label award
- Product overall image award

The awards for each of these separate categories are the following:

- PLATINUM Design Coffee and Tea Award, products with ratings of 95,5% or more
- GOLD Design Coffee and Tea Award, products with ratings of 85,5% and 95%
- SILVER Design Coffee and Tea Award, products with ratings between 75,5% and 85%
- BRONZE Design Coffee and Tea Award, products with ratings between 65% and 75%

Panel of judges-evaluators

The judging team will consist of the Graphic Designers Association, which is presided over by Mr. Jim Skourogianis. The products are tested by a large panel consisting of 10 judges.

Why participate

The London Design Coffee and Tea Awards can support the marketing strategy followed by every company. They serve as confirmation when promoting the superiority of your products to candidate buyers. The well-known truth is that the customers shop with their eyes first with the price of the product following after. This is another reason to participate in the contest, since the award logo on the product's label will help boost your sales.

How to participate

You can send your application on line through the LondonCoffeeTeaAwards.com