

## ZJ Liquors, LLC – Agua de Fuego™ Label Design Contest

### Contest Objectives

Select winning graphic design concept for the packaging of our new liquor product called Agua de Fuego™. Winning graphic design work will include a unique product logo and all elements of a distinguished bottle label / packaging design. **The winning submission will receive a \$500 cash prize.** Designers may submit multiple concepts if they choose. See below for additional details.

### Company

ZJ Liquors, LLC is a startup alcoholic beverage brand owner based in Washington, DC.

### Product Description:

*Name:* Agua de Fuego™

*Alcohol Category:* Aguardiente (which in Spanish most closely translates to “burning water”) – aguardiente is derived from cane sugar and is a general term for a type of alcoholic spirit in many Central and South America countries.

*Taste:* Spicy, with a hot pepper-like finish

*Liquid Color:* Clear

*Bottle Color:* Clear

*Closure:* Bar top / cork (pictured below; color of plastic may vary, tamper evident seal/strip required)

*Bottle Shape/Size:* height = 8.67in; diameter of base = 3.70in; diameter of neck = 0.85in



### Marketing Background

*Target Market Age:* 21 – 28 years old (primary target market is 21+ year old college students and recent graduates)

*Target Market Gender:* Both male and female, with emphasis on male

*Consumption Focus:* Spirit will be consumed typically as a shot, primarily at bars and secondarily off premise (label design will be critical for making our product highly visible behind a bar)

*Segment / Price Point:* mid-scale, \$18-19 per 750ml bottle

*Marketing Theme:* All marketing will have strong South American theme – although Agua de Fuego™ is not by definition an import, it is made from pure South American cane sugar.

### Label Requirements

Winning submission will be a very distinct and brand-able logo and label – this will serve as the basis for all branding materials produced by the company. An individual logo should be submitted in conjunction with the label/packaging design incorporating such logo. We are most concerned with establishing a creative and recognizable concept that sets us apart from the competition. Label may consist of two separate parts (i.e. front and back, front and vertical side), or one continuous label. Designer has complete freedom with color, font etc. unless otherwise stated below. The label **MUST** contain (but is not limited only to) the following text exactly as written in quotes below:

- “Agua de Fuego”
- “Aguardiente”
- “Cane Neutral Spirit with Natural Flavors”
- “35% Alc./Vol.”
- “750 ml”
- “Bottled by ZJ Liquors, LLC” and “Nashville, TN”

- "Government Warning: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems." (text in previous quotes must be in all capitalized letters, text must be 2 MM in height and quote must be separated 2MM by all other text)
- Must be dedicated empty space for bar code (approximately 0.75in. height x 1.25in. length)

#### Contest Details

Any submission in response to this contest shall constitute acknowledgement and agreement that any and all elements of such submission shall immediately become the exclusive property of ZJ Liquors, LLC. By submitting to this contest, you further agree that you are releasing to ZJ Liquors, LLC all of your rights to any design features (including but not limited to logos, fonts, color schemes, themes, text, slogans, phrases, and any other aspect of you label contest submission) and that ZJ Liquors, LLC may use any such elements in its sole discretion and for its sole benefit. Selection as the winning submission does not guarantee that any element of your submission will be used in the final version of the product label, but allows ZJ Liquors, LLC to alter any submission and/or use the components of your submission in whole, in part and in conjunction with other design concepts. Any winning submission also agrees to complete up to two rounds of edits at ZJ Liquors, LLC's discretion. Contest submission shall not constitute employment by ZJ Liquors, LLC. All contestants must be at least 18 years of age.

By signing below, I hereby acknowledge that I have read and understand the above statements, and agree that any and all components of this submission shall immediately become the exclusive property of ZJ Liquors, LLC.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Deadline: All submissions must be received by **5:00pm** Eastern Time on **Thursday October 10, 2013**

Submission Method: email to **DZiegler@ZJLiquors.com** with the subject title "**Agua de Fuego Contest Submission**"

Required Files for Submission: PDF and JPEG of both logo and label, **along with signed copy of this release form**

#### Contact Info

Please contact the following with any additional questions:

Dan Ziegler

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