



Information & Entry Guidelines

The Clear Choice Awards are open to all North American glass container manufacturers and their customers.

Key Guidelines:

- All entries must be manufactured by a North American manufacturer for a North America-based customer.
- The entry must have been introduced between August 2017 and August 2018 and must still be available on the market.
- Entries can be only be submitted in one (1) category.

What are the Clear Choice Award Categories?

- Beer and Cider
- Cosmetics, Fragrances & Other
- Food
- Flavored Alcoholic Beverages
- Non-Alcoholic Beverages
- Newcomer to Glass Packaging (Including Reversions)
- Spirits
- Sustainability (lightweighting, high recycled content, returnables/refillables etc.)
- Wine

What is the judging criteria for the categories?

An independent panel of leaders from the food and beverage industry and media, sustainability sector, and design and packaging professionals will judge each submission on four criteria:

- Innovation (in container form and product category)
- Package Design (including container, label, and closure)
- Shelf Impact
- How well the package tells the story of the brand/product or sustainability initiative

What information do I need to submit with my entry?

- Name of Product
- Month/Year Product was Produced
- Brand Manager / Company of Product
- Glass Container Supplier / Manufacturer
- Label Supplier
- Design Firm (optional)
- Closure Supplier (optional)
- Decorator (optional)

Entrants are also asked to respond to the following questions:

- Why did you choose to package the product in glass? *(2-3 sentences)*
- What is the inspiration behind the glass bottle or jar? *(2-3 sentences)*
- How does the glass bottle or jar tell the story of your brand or product? For the 'Sustainability' category, how does the glass bottle or jar tell the sustainability story of your brand or product? *(2- 3 sentences)*
- What makes your glass package particularly unique or a standout with consumers, bartenders, on the shelf, etc.? *(2-3 sentences)*

How do I enter my product and how much does it cost?

Mail three (3) filled samples of the same size of your product entry, along with a printed copy of your submission form to:

The 2018 Clear Choice Awards
c/o Glass Packaging Institute
Attn: Bryan Vickers
1220 N. Fillmore Street, Suite 400
Arlington, VA 22201

The fee is \$125 per entry, which is paid online via credit card after completing submission form.

Entry deadline is August 17, 2018. All entries must be received by this date. Entries submitted for consideration will not be returned.

Online Registration and Entry Submission Questions?

Contact Travis Wierengo, travis@decibelmanagement.com, 443-783-369

Entry Delivery Confirmation

Contact Bryan Vickers, bvickers@pacellp.com, 703-403-2882