



### **PR%F Design Distinction Awards**

With a mission to resonate on the eyes of many and seize the moment when one decides which bottle to choose (and buy)- creative designers play a pivotal role in connecting buyer to spirits through artist impression and lure. It is art at its finest. It's art at its toughest. And now, its time to salute and honor those creative minds that capture our passion.

The **PR%F Design Distinction Awards** will be held simultaneously to the tasting **PR%F Awards** – to honor the best and most creative and powerful labels, bottles, packaging and point-of-sale marketing materials for the spirits & liquor industries.

Headed by a jury of marketing and creative experts from across the US, the **PR%F Design Distinction Awards** will honor the creativity that makes the brand – its own brand – with some of the criteria to include: the artist interpretation – including shape, texture, essence, brand development, color palate, color adaptations, target market, appeal to eye, use of space, etc.

Following the three-day tasting and design competitions, the private, unedited and unbiased “design notes” on each entry will be provided to all entrants casting insights from all members on each the panel. In addition to receiving decorative medals and honors/certification, and a comprehensive marketing package, the selection of winners will be included in an extensive visibility program, including a detailed press distribution campaign to industry trades, and will also be showcased to

a variety of distributors and industry experts via trade shows, podcast broadcasts, press distribution and social media.

The [PR%F Awards](http://www.proofawards.com) and PR%F **Design Distinction Awards** is now open & taking entries for its international & domestic alcohol & liquor brand awards competition set for June 16-18, 2019. [www.proofawards.com](http://www.proofawards.com)

The 2019 **PR%F Awards** is presented by *Food & Beverage Magazine* (10 million monthly readers noted by Amazon's Alexa rating system, and noted as the most progressive resource in the F&B industry); the medal winners will be announced and showcased in several upcoming issues of *Food & Beverage Magazine* starting July 2019 as well as broadcasted on Food & Beverage Podcast Network.

#### **About The PR%F Awards and PR%F Design Distinctions**

The PR%F Awards is the premiere spirits awards program and PR%F Awards Design Distinctions is headquartered at 3900 Hualapai Avenue, Las Vegas, Nev. 89123. The competition will be held June 16-18, 2019. [www.proofawards.com](http://www.proofawards.com)

#### **About Food & Beverage Magazine**

*Food & Beverage Magazine* is the premiere worldwide destination multi-platform medium for global restaurants and hospitality, ideas trends, and quality – located at 1930 Village Center Circle, #3197, Las Vegas, Nev., 89134 [www.fbmagazine.com](http://www.fbmagazine.com)

#### **About Good Spirits**

Good Spirits Distributing is a premiere distributor in Las Vegas and Reno, Nev. specializing in craft spirits, beer & wine located in Las Vegas at 880 Wigwam Parkway, Suite 130, Henderson, Nev 89014. [www.goodspiritsdist.com](http://www.goodspiritsdist.com)

#### **About Constellation Catering**

Constellation Catering is a progressive full-service liquor catering & special events company in Southern Nevada and holds liquor and alcohol concession licenses in Las Vegas, Clark County, Henderson and North Las Vegas. [www.constellationcatering.com](http://www.constellationcatering.com)

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