

Dubai Taste Awards 2022-  
EXCELLENCE PACKAGING AWARDS for Food & Beverage

*REGULATIONS of PACKAGING COMPETITION*

**Contest**

All branded (not bulk) processed or non-processed food and beverage sold by retail stores are eligible for participation for the best packaging award (Dubai Design 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 Dubai Design Award, products with ratings of 95,5% and 100%
- GOLD Dubai Design Award, products with ratings of 85,5% and 95%
- SILVER Dubai Design Award, products with ratings between 75,5% and 85%
- BRONZE Dubai Design Award, products with ratings between 65% and 75%

**Panel of judges-evaluators**

The judging team will consist of the Graphic Designers Association. The products are tested by a large panel consisting of 8-10 judges.

### **Why participate**

The Dubai Design 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.

### **Cost of participation**

The participation fee is €300 per entry.

### **How to participate**

You can send your application Online: [www.DubaiTasteAwards.com](http://www.DubaiTasteAwards.com)