



SOUTH AFRICAN WINE LABEL RUNNER-UP IN GLOBAL WINE DESIGN AWARDS

In what organisers called “a close second”, South African wine label Vinoneers’ Orpheus & The Raven, has just been announced as the runner-up in the international Drinks Business Awards for Best Design & Packaging for Wine.

These awards have become the most authoritative and internationally respected badge of achievement in the alcoholic drinks industry. For the owners of Orpheus & The Raven, winemaker Etienne Louw and graphic designer Brenden Schwartz, owner of BRAVO Design in Cape Town, this global recognition is invaluable.

The announcement was made by Drinks Business’ Editor-in-Chief, Patrick Schmitt, via a virtual ceremony on Thursday, 1 October. At approximately 02:55 into the live broadcast, Schmitt makes the announcement for Best Design & Packaging for Wine, commenting on Orpheus & The Raven’s achievement: “They (the judges) wanted to (also) award a design that came a close-run second to this year’s winner (which was awarded to YG Design for Viña San Pedro Tayú 1865).”

“With this announcement in place, Orpheus & The Raven can now officially, but humbly, claim to be one of the most beautiful labels in the world of wine,” said an elated Brenden following the awards.

With nothing in their arsenal except passion, creativity, energy and a single wine vat, Brenden and Etienne started Vinoneers, the umbrella company for the brand Orpheus & The Raven in 2010.

No stranger to awards, Orpheus & The Raven labels have been the recipient of critical acclaim in the past: it won the Grand Prix Award at the local 2018 Winemag Wine Label Design Awards, and three Gold Medals at its 2019 awards – more than any other producer.

– Sources: Orpheus & The Raven / www.goodthingsguy.com