

PRESS RELEASE

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CONTACT: Missy Reitner-Cameron
Creative Director, iii Design
805.595.1363

Katy McGrath
Media Contact, iii Design
katy@studiogood.com

Award-Winning Wines Get Award-Winning Design

SAN LUIS OBISPO, CA – Several wine labels created by local graphic design studio, **iii Design** have received awards from the 2010 San Francisco International Wine Competition. The labels were created for two San Luis Obispo County wineries: PasoPort Wine Company and Ortman Family Vineyards (both located in Paso Robles). The wineries also earned medals from the prestigious competition for many of their wines.

“We’re thrilled that what we created for the outside of the bottles received these awards,” said Missy Reitner-Cameron, creative director at **iii Design**. “But we’re just as thrilled that our clients were also recognized for the exceptional quality of the wine inside the bottles.”

ABOUT THE WINE LABEL COMPETITION

This year’s competition, held in June, included 142 wine labels submitted by 75 wineries (representing 10 countries). The labels created by **iii Design** were awarded a total of five Silver and Bronze medals in the individual and series categories.

Specific awards were received for the following labels:

INDIVIDUAL LABEL WINNERS

- Silver Medal – 2008 Grenache Blanc label for Ortman Family Vineyards in Paso Robles
- Silver Medal – Angelica label for PasoPort Wine Company in Paso Robles
- Silver Medal – Tawny label for PasoPort Wine Company in Paso Robles
- Bronze Medal – 2007 Ruby label for PasoPort Wine Company in Paso Robles
- Bronze Medal – 2007 Violetta label for PasoPort Wine Company in Paso Robles

SERIES LABEL WINNERS

- Bronze Medal – Ruby, Violetta, Angelica, & Tawny Desert Wine labels for PasoPort Wine Company in Paso Robles

(There were 142 series of labels judged; only 19 medals were awarded).

ABOUT THE WINE COMPETITION

The San Francisco International Wine Competition, the largest, most influential international wine competition in America, is judged by a prestigious panel of nationally recognized wine experts. Held in June each year, 3,897 wines from 1,290 wineries (representing 27 countries and 28 states) participated in this year's competition.

The San Luis Obispo County wines that received awards include:

WINE WINNERS

- Silver Medal - 2007 Pinot Noir, Fiddlestix Vineyard, Santa Rita Hills, from Ortman Family Vineyards in Paso Robles
- Silver Medal - 2006 Sylvaner, from Ortman Family Vineyards in Paso Robles
- Bronze Medal - 2007 Petite Sirah, Wittstrom Vineyard, from Ortman Family Vineyards in Paso Robles
- Silver Medal - 2007 Pinot Noir, Fiddlestix Vineyard, Santa Rita Hills from Ortman Family Vineyards in Paso Robles
- Silver Medal – Tawny, from PasoPort Wine Company in Paso Robles
- Bronze Medal – 2007 Ruby Blend, from PasoPort Wine Company in Paso Robles

ABOUT **iii Design**

iii Design is located in San Luis Obispo and creates award-winning packaging, advertising and marketing work for local and out of area clients, including a variety of wineries, breweries, business, education and non-profit organizations.

They have created work for the Sundance Film Festival, Firestone Walker Brewery, the San Luis Obispo Children’s Museum, hellomellow, Red Soles Winery, Cal Poly’s Orfalea College of Business, Cal Poly Arts and the San Luis Obispo Museum of Art.

iii Design is an active member of the SLO Chamber of Commerce and the local marketing association SLOCAMA. Visit **iii Design** at iiidesign.com, in our San Luis Obispo offices at 811 El Capitan Way #130, or call 805.595.1363.

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