

HOT SAUCE LABEL DESIGN COMPETITION

EVENT DESCRIPTION

The CADC is hosting our 2nd Annual Hot Sauce Label Design competition. A perfect event to whet your inspiration and clear your sinuses of any congested creative that might be clogging your imagination.

Entry cost will be \$15 for 1 and \$20 dollars for 2. However, if you're feeling zesty and want to enter more than 2, we won't extinguish your artistic flame. It will be an additional \$5 for every entry over 2 entries. The sauce for this sizzling event is being donated directly from the Hot Sauce Headquarters (HSH).

All entries will be judged Thursday, May 20 at the event by HSH representatives. The winner will receive \$100 + a case of the

actual sauce with the victor's label printed on them. That's not all... the winning design will also be placed on the vendor's site and will receive royalties from all online purchases of that particular sauce. The second & third prize winners will receive \$50 dollars.

There are 3 names to choose from (see below). The types of peppers used for each sauce are as follows:

Afterlife = Ghost Pepper
Hot Hippo = Perri Perri Pepper
Radical Red = Cayenne Pepper

All 3 Sauces are real sauces produced by the Hot Sauce Headquarters.

DETAILS

product names: AFTERLIFE GHOST PEPPER SAUCE
HOT HIPPO SAUCE
RADICAL RED

finished size: 5" WIDE x 3" TALL

submission date: ENTRIES DUE FRIDAY MAY 14

event date & location: MAY 20TH / AGAVE GRILL

accepted file formats: HI-RES PDF / OUTLINED EPS

submit entries & inquiries to:

shannon@cadc.org

HOT SAUCE LABEL DESIGN SPECIFICATIONS

5" wide

3" tall

