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2016 Clear Choice Awards Entry Now Open

*Enter your glass packaged product to win before the **August 15** deadline*

Arlington, VA (July 6, 2016) – The Glass Packaging Institute is pleased to announce it is now accepting submissions for the *2016 Clear Choice Awards*! This is the only Awards program that recognizes the contribution glass packaging makes to the image and success of everyday products.

Since 1989, the *Clear Choice Awards* has honored consumer product goods manufacturers who find unique ways to use glass packaging to tell the story of their brand, create glass packaging designs that stand out on the shelf, and demonstrate novel glass packaging looks.

Clear Choice Awards honors the top new products packaged in glass – from tonics and cocktail mixers to BBQ sauces, ciders and craft beers to wine, cosmetics to craft spirits, and much more. Products may be entered for an award in one of eight categories.

An independent panel from food & beverage media and industry, lifestyle editors and contributors, as well as design and packaging professionals will judge each submission on four criteria: innovation, package design, shelf impact, and how well the package tells the story of the brand or product.

2016 Clear Choice Awards winners will be announced at a special reception at the *Packaging That Sells Conference* in Chicago, IL on October 4, 2016. Award winners will also be featured in a variety of digital and print media.

Entries must be submitted by **August 15, 2016**, and products must have been introduced between August 2014 and August 2016 to be eligible. Submit your entry: www.ClearChoiceAwards.com

2016 Clear Choice Awards entries are also eligible for the [BRANDPACKAGING](#) People's Choice Glass award given out at [Packaging That Sells](#) in October, as well as placement in the December [Design Gallery](#) branding and design annual.

About the Glass Packaging Institute

The Glass Packaging Institute (GPI) is the trade association representing the North American glass container industry. Through GPI, glass container manufacturers speak with one voice to advocate industry standards, promote sound environmental policies and educate packaging professionals. GPI member companies manufacture glass containers for food, beverage, cosmetic and many other products. GPI also has associate members that represent a broad range of suppliers and closure manufacturers. Learn more at www.GPI.org and UpgradeToGlass.com. Follow us on Twitter and Facebook at @ChooseGlass.