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**Since 1983**



## **Your invitation to enter Label of the Year 2017**

Ladies and Gentlemen,  
The Society was founded 59 years ago in 1958 & 25 years later in 1983, we held the first Label of the Year (LOTY) event. LOTY was created for a number of reasons, to recognise excellence in label design, to thank the brewing industry for its continuing support by raising funds for charities chosen by the industry and to make current labels available to our members. We do hope that you will join with us to support this year's charity by entering one or more of our LOTY categories.

**We are delighted to advise you that LOTY 2016 realised, an impressive £2,250. This was donated to Heckington Volunteer Car Service & Lincs Ark (£1,125 each) at the request of our Hosts, 8 Sail Brewery**

**May we kindly request that you forward your entries for our 34<sup>th</sup> Label of the Year.**

**The judging will be held at a venue to be arranged in early September.**

As always the competition will comprise of the following categories,  
1) Standard Label, 2) Commemorative Label, 3) Set of Labels.

**LOTY 2017 will be hosted by the Outstanding Brewery Co. Ltd., Salford, Greater Manchester. The 2017 charity is Save The Children**

*Please be aware that all items donated to LOTY are sold exclusively for the benefit of charity.  
We do not facilitate nor condone the re-sale of LOTY items via internet auction sites.*

If you wish to enter one or more categories, please feel free to do so. They will all, of course, be more than welcome. Just complete the enclosed entry form and return with your entries to the address shown. Ideally, we would like to receive 25 to 40 of each label (or set of labels) that you are entering. However we would of course be happy to receive as many or as few as you are able to spare. If you are a new or smaller brewery and feel that the cost of the labels is an issue, please contact me, as the Society would be prepared to help towards the costs involved.

If your bottling operation is contracted out, please ask the bottling company to send us the labels on your behalf. LOTY does miss out on a lot of entries due to the increase in contract bottling and consequently the charities miss out on the extra money, we would be able to raise. Please see the entry form for details of authority to release labels.

Please bear in mind that if you are not currently bottling, we are always very grateful for donations of other items, suitable for the auction or the raffle, which will help to boost the money to be raised for this year's charity

**Please may we receive your entries by Friday 1st September.**

An entry form is available for download from [www.labology.org.uk/?page\\_id=21](http://www.labology.org.uk/?page_id=21)

**Thanking you in advance for your generosity, in helping us, to help UK charities for this, our 34<sup>th</sup> year.**

*Pete Standen*

LOTY Organiser  
[loty@labology.org.uk](mailto:loty@labology.org.uk)