Press Release

Paris, June 26, 2026

17th Edition of the Verallia Design Awards

Young Design Talent Honored Through Well-being and Sustainability

The winners of the 17th edition of the Verallia Design Awards were unveiled during the awards ceremony, held under the theme: "Glass & Virtues: Bold Design in the Service of Well-being and Sustainability."
Inspired by the growing "Care Culture" trend highlighted in the Verallia 2026 Trend Book, this year's competition showcased bold projects that reinvent glass packaging through the lens of wellness rituals, functional foods and beverages, the pursuit of naturality, and eco-design requirements.

A WINNERS' LIST SHAPED BY THE "CARE CULTURE" TREND

Launched in 2009, the Verallia Design Awards have established themselves year after year as a showcase for emerging talent and a major professional springboard for design students and recent graduates. For this 17th edition, the panel of industry experts faced the challenging task of selecting winners from an exceptionally high-calibre field, with 675 participants representing more than 100 higher education institutions and a total of 319 projects submitted.

"This 17th edition celebrates glass as a vehicle for care, awareness, and well-being. Through the theme 'Glass & Virtues', we invite tomorrow's designers to rethink glass packaging as a true showcase in the service of well-being: a design capable of revealing the natural virtues of products, enhancing their functional ingredients, and supporting healthier and more sustainable consumption rituals. More than ever, glass stands out as an exceptional material at the intersection of care for the body, the mind, and the planet, perfectly reflecting our purpose: reimagining glass to build a sustainable future," said **Maud Dubois, Marketing Director of Verallia France**.

With the benefit of comprehensive support throughout the year—including visits to industrial production sites and dedicated briefing webinars—students successfully combined creative freedom with the realities of manufacturing processes.



A keen understanding of emerging consumer trends, such as the growing popularity of wellness beverages (including herbal infusions, kefirs and ginger energy shots), the demand for natural ingredients, and the blurring of boundaries between alcoholic and non-alcoholic drinks, lies at the heart of this year's award-winning projects.

2026 AWARD WINNERS

- **No/Low Still or Sparkling Wine :** *Jouvence* Project – Lilian Coviaux - Ecole de Design Nantes Atlantique (44)



This project brilliantly reinvents the wine ritual through a lighter experience, free from the constraints of alcohol. Its slender silhouette is enhanced by organic embossing that evokes a bottle "emerging from its cocoon," while offering an optimal grip. Designed for both festive occasions and fine dining experiences, Jouvence preserves the prestigious codes of wine packaging while incorporating the smooth, circular surfaces essential for efficient labeling and seamless industrial conveying.

- **Functional Beverages & RTD :** *Cycle* Project – Camille Déniel - École de Design Nantes Atlantique (44)



To make healthy beverages more appealing to mainstream consumers, this compact 33cl bottle draws inspiration from the timeless aesthetics of traditional herbalists and vintage pharmacies. It features an aquatic pattern embossed into the flint glass, evoking sunlight reflections on water and the branching networks of rivers, while also creating an ergonomic grip effect. Designed with sustainability at its core, the project highlights the natural colour of kefir and was specifically conceived for production in Verallia's new 100% electric furnace in Cognac.

- **Food Packaging for Sauces Category :** *Alchymia* Project – Anna Samagina - École de Condé (75)



At the crossroads of science, gastronomy, and the growing apothecary trend, this glass jar boldly reinterprets the forms of laboratory glassware and vintage extraction bottles. Its faceted, slightly tapered geometric silhouette enhances the colour of premium condiments—such as pesto and plant-based sauces—through structural transparency effects. Featuring flat side panels optimized for shelf display and logistics, it also incorporates a raised medallion on its front face to elevate and showcase the brand identity.

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- **Glass Decoration Award :** *La vertu des pierres* Project – *un rituel de lumière* – Katelyn Crosnier – AGR Ecole de l'Image Rennes (35)



Inspired by lithotherapy and the mineral world, this bottle uses glass as a powerful storytelling medium, transforming the container into a talisman or protective crystal. The project adopts an eco-conscious approach by using selective gilding and embossing techniques to recreate the depth and shifting iridescence of clear quartz and mother-of-pearl. The label follows a fluid, sinuous movement, creating perfect visual harmony while enhancing the colour and natural transparency of the white wine.

- **Employees' Choice Award :** *Promesse d'été* Project– Emilio Piehler - Institut Sainte-Geneviève (75)



This project poetically captures the essence of summer conviviality through the sculptural design of a rosé wine bottle. Its organic silhouette, characterized by variations in depth and flowing curves, draws direct inspiration from the Mediterranean coastline and wind-sculpted rock formations. Beautifully playing with light reflections, this tactile container embodies a rigorous eco-design approach: by eliminating capsules and superfluous decorative elements, it maximizes recyclability, while a recycled-paper label applied with environmentally friendly adhesive further reinforces its sustainability credentials.

THE COMPETITION REACHES A NEW MILESTONE WITH A LANDMARK PARTNERSHIP

This 17th edition marks a significant milestone in the history of the Verallia Design Awards through a pioneering partnership with Rémy Cointreau for a dedicated award category. For the first time, students were invited to respond to a brief inspired by the challenges of an iconic brand, putting their creativity to the test against real-world market expectations.

This initiative reflects Verallia's commitment to strengthening the connections between education, design, and industry, while providing young designers with hands-on experience that closely mirrors professional realities. It is a momentum that is set to continue in future editions.

GLASS PACKAGING DESIGN: FROM THE CLASSROOM TO COMMERCIAL SUCCESS

Beyond the recognition it brings, the Verallia Design Awards have established themselves as a true industrial case study. The competition offers its most advanced projects the opportunity to move beyond the conceptual stage and pave the way toward commercial market launch.
This success is illustrated by several flagship projects from previous editions that have since been successfully brought to market, including bottles developed for *Gérard Bertrand Estates* (first launched in 2013 and currently being redesigned through a lightweight eco-design approach, including sparkling wine variants), *Maison du Sud – JeanJean* (winner of an Oscar de l'Emballage award), and *Domaines Paul Mas.*

For further information about the 2026 edition of the Verallia Design Awards, visit: @veralliadesignawards

About Verallia

At Verallia, our purpose is to reimagine glass for a sustainable future. We are committed to redefining the way glass is produced, reused, and recycled, with the ambition of making it the world's most sustainable packaging material. Together with our customers, suppliers, and partners across the value chain, we work to develop innovative, healthy, and sustainable solutions for everyone.

With nearly 11,000 employees and 35 glass production facilities across 12 countries, Verallia is Europe's leading and the world's third-largest producer of glass packaging for beverages and food products. We provide innovative, customized, and environmentally responsible solutions to more than 11,000 companies worldwide. In 2025, Verallia produced nearly 18 billion glass bottles and jars and generated €3.3 billion in revenue.

Verallia's sustainability strategy has been recognized with the EcoVadis Platinum Medal, placing the Group among the top 1% of companies assessed by EcoVadis. In September 2025, the Science Based Targets initiative (SBTi) officially validated Verallia's long-term Net Zero 2040 target under its Net-Zero Standard. By 2040, Verallia is committed to reducing its Scope 1 and 2 CO_2 emissions by 90% and offsetting the remaining 10% compared with its 2019 baseline year. This target is aligned with the 1.5°C global warming pathway established by the Paris Agreement.

Verallia is listed on Compartment A of the Euronext Paris regulated market (Ticker: VRLA – ISIN: FR0013447729) and is included in the following indices: CAC SBT 1.5°, SBF 120, CAC Mid 60, CAC Mid & Small, and CAC All-Tradable.

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