

Competition of the most beautiful label

5. 4. 2025



Anyone can enter with label of their own design, even if they don't have beer signed in our competition.

Competition is for home brewers, who brew beer for non-commercial purpose.

Limit is 3 labels per person.

Labels which you'll want to enter, please send by post to address: VESELKA LITOMYŠL s.r.o., T. Novákové 64, 570 01 Litomyšl, or bring them with on the day of competition. If we can't see designer /brewer on the label please write the name on the back side of label.

The fee is 1 Euro (25 CZK) per each label. You can send cash in envelope with labels or pay on the day of competition.

Competition rules

There will be 2 rounds of evaluation. In first round will be chosen best 10 labels. Anyone can give a vote. In second round there will be expert jury composed from designers and graphic designers.

Owner of the Most beautiful label will get the option to get their label printed in 150 pcs edition in HRG, printing company from Litomyšl

