



Z W I E S E L
G L A S

P R E S S I N F O R M A T I O N

Convincing appearances of ZWIESEL GLAS and United Tables

Internorga and ProWein huge success

March 2023. ZWIESEL GLAS presented itself again this year at the Internorga in Hamburg and at the ProWein in Düsseldorf. Two trade fairs with different focuses on wine and spirits as well as the hotel and catering industry. Personal discussions, live tastings and an extensive supporting program made the trade show appearances particularly enjoyable experiences.

Internorga 2023

At the leading international trade fair for the hotel and catering industry, the world market leader for the upscale hotel and catering industry in the field of crystal glass must of course not be missing. From March 10 to 14, 2023, ZWIESEL GLAS, together with United Tables and Fortessa Tableware Solutions®, LLC, presented product innovations for the entire table. Visitors were able to see for themselves how good it is to drink from the new glasses, above all the comprehensive Volume bar series, directly at the stand's own bar. The delicacies were mixed by our partner, the SLYRS Bavarian Whisky Distillery.



ZWIESEL
GLAS

150 YEARS



The glass brands ZWIESEL GLAS and Schott Zwiesel as well as the cutlery and tableware brand Fortessa united under one roof: United Tables by Zwiesel.



Z W I E S E L
G L A S

1 5 0 Y E A R S

ProWein 2023

Around 6,000 exhibitors and 49,000 trade visitors from 141 countries came together at Messe Düsseldorf GmbH to obtain comprehensive information on all topics relating to wine. They were accompanied by more than 150,000 glasses from Schott Zwiesel, enabling tastings under optimal conditions. ZWIESEL GLAS offered a varied program of events at its trade fair stand from March 10 to 12, 2023, in addition to an extensive glass presentation: Alexander Kohnen, founder and owner of the International Wine Institute and long-time partner of ZWIESEL GLAS, made the perfect symbiosis of wine and glass tangible using the example of Champagne and Riesling.

Book author, musician and sommelier Justin Leone proved that not only the shape but also the sound of the glasses plays a decisive role. With the help of his double bass, the ZWIESEL GLAS brand ambassador impressively demonstrated how much wines and music have in common and how much the right glass can intensify the pleasure. Master of Wine Markus Del Monego presented cult wines from Italy and France in matching Zwiesel glasses. New this year was the women's wine network Vinissima - Frauen & Wein e.V. Wines full of character were tasted by women with strong characters. More than 30 Vinissima ladies listened to moderator Natalie Lump, who knew how to coax many interesting anecdotes out of the female vintners.



ZWIESEL
GLAS

150 YEARS



Perfect glasses perfectly celebrated: the ZWIESEL GLAS-booth at this year's ProWein.



Z W I E S E L
G L A S

1 5 0 Y E A R S

Both trade fairs were characterized by interested trade visitors, which resulted in informative and substantive discussions with partners, interested parties and colleagues in the industry. For this reason, ZWIESEL GLAS is already looking forward to seeing you again in Hamburg and Dusseldorf in 2024.

About ZWIESEL GLAS

For more than 150 years, ZWIESEL GLAS has stood for passion and uncompromising quality in glass. At the main location in Zwiesel and in the glass factory in Hungary, around 700 employees produce crystal glasses with an unmistakable sound.

In order to equip the tables of this world in the future not only with the perfect glasses, but also with matching cutlery and porcelain, ZWIESEL GLAS joined forces with Fortessa in October. The common goal: to become the "global market leader for the table setting". Together, the group achieved a turnover of more than 200 million euros with over 900 employees.

In 2022, ZWIESEL GLAS once again received the German Brand Award for excellent brand management and, on this basis, is continuing to drive forward the rollout of its two-brand strategy as well as the consumer and premium brand business in addition to the expansion of the professional segment. In 2023, the glass manufacturer was named "Global Market Leader Champion" in the "Crystal Glass for Upscale Hotels and Restaurants" segment for the sixth time in a row. With such a title, comes great responsibility. ZWIESEL GLAS continuously checks its raw materials for origin and quality and focuses on resource-saving production processes. The Tritan® glass set enables brilliant and long-lasting products – and thus ensures particularly high sustainability.

For further information visit www.zwiesel-glas.com

Presscontact ZWIESEL GLAS:

Kirstin Deschler

Dr.-Schott-Str. 35

94227 Zwiesel

Fon.: +49 (9922)98-484

Mobil: +49 160 99510878

E-Mail: Kirstin.Deschler@zwiesel-kristallglas.com