



Z W I E S E L
G L A S

150 YEARS

PRESS RELEASE

Brilliant exhibition appearances by ZWIESEL GLAS and United Tables

Internorga and ProWein were a great success

June 2022. After the compulsory break caused by the pandemic, ZWIESEL GLAS presented itself again this year at the Internorga in Hamburg and at the ProWein in Düsseldorf. Two exhibitions that focus on wine and spirits as well as hotels and catering, with different focal points. Personal discussions, live tastings and an extensive supporting program made the new exhibition appearances particularly enjoyable experiences.

Internorga 2022

From April 30th to May 4th 2022, ZWIESEL GLAS made an entirely new appearance at the exhibition, and at a particularly special stand. As the new subsidiary of Zwiesel Kristallglas AG, the corporate brand United Tables by Zwiesel, was introduced and presented for the first time. The concept of a full-service provider for the set table in the professional segment. In addition to the glass brands ZWIESEL GLAS and Schott Zwiesel, the range is complimented by the quality brand Fortessa, in the crockery and cutlery range.

Framed in the United Tables stand, the innovations of ZWIESEL GLAS could be experienced at a bar setting. Most notably, the anniversary series Journey which was developed for the occasion of the 150th anniversary of ZWIESEL GLAS together with the renowned designer Sebastian Herkner.



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

ProWein 2022

Of the roughly 5700 international exhibitors at ProWein in Düsseldorf, ZWIESEL GLAS was one of them once again. In celebration of the anniversary, and alongside an extensive three day glass presentation, the brand offered a diverse event program at its stand between May 15th and May 17th 2022. The commencement was made by Alexander Kohnen, founder and owner of the International Wine Institute and long-standing partner of ZWIESEL GLAS. The wine steward presented Europe's best sparkling wines in exclusive Zwiesel glasses, demonstrating the synergy between wine and glass. As with sparkling wines, it is particularly important to use the appropriate glass in order for the fine bubbles of the drink to bubble up and the wine to develop its aroma. Not only the aroma, but also the the sound of the glasses, play a definitive role in tastings. Hereby, ZWIESEL GLAS is characterised by its unique sound. This is exactly what the tasting of the somewhat unique book author, musician and wine steward Justin Leone demonstrated. The multi-talented wine steward and brand ambassador of ZWIESEL GLAS made it clear through his concert on the double bass and the guitar, that the accom-



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panying acoustics of the wine and the glasses can indeed intensify the drinking experience. It continued with the Master of Wine Markus Del Monego. He presented current red and white wines in suitable Zwiesel glasses. The cuvées illustrate the special quality of the wineries' product range and underline the concept of having the suitable glass for every wine. The cult of Pinot Noir was also personally presented the following day by the Master of Wine, in suitable Zwiesel glasses.

The wine steward Union Austria, which was founded in 1998 for the occasion of the championship in Vienna, also had its own item on the agenda. The long-standing cooperation between the Union and ZWIESEL GLAS combines the Lower Bavarian art of glassmaking with the competence of the wine stewards and top catering. Alexander Kohnen once again concluded the program, presenting the wine trends of 2022 and offering an outlook on the interaction between fragrance and taste.



The new ZWIESEL GLAS stand at this year's ProWein.

After two years of the pandemic, it became clear that despite the wide range of digital possibilities, personal contact with partners, interested parties and colleagues in the industry is difficult to replace.



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Both exhibitions were characterised by interested trade visitors, which lead to informative and meaningful discussions. For this reason, ZWIESEL GLAS is already looking forward to seeing you again in Hamburg and Düsseldorf in 2023.

About ZWIESEL GLAS

Zwiesel is dedicated to the most discerning guests and finest hosts the world over. Glassmaking, tradition and passion will feature particularly strongly in 2022 as part of the 150th-anniversary celebrations at. Likewise the endless passion for always wanting to create the extraordinary, as well as the desire to demonstrate this innovative approach going forward, too.

Zwiesel has never been just about glass, but also about what glass makes possible: using the finest manufacturing techniques and craftsmanship to create unique products which foster exceptional feelings of enjoyment and conviviality. Products which lend a special note to any table and which are literally what makes the world sound great.

When you raise a toast with a Zwiesel glass, you can tell beyond doubt what true hospitality sounds like. Our dedication, quality and history find their acoustic essence in the sound made by every Zwiesel glass. And with every clink, this sound stands for so much more: the unique nature of that moment, coming together around a table, joy which is shared and humanity which unites us. All this...
SOUNDS LIKE ZWIESEL.

However, it is also sounds the right note when resources are used responsibly. The company achieves this both through constantly checking raw materials for origin and quality, as well as through resource-saving production processes and Tritan® crystal glass. This makes the glassware particularly long-lasting and sparkling.

In 2021, saw itself honoured with several coveted awards: the brand was recognised with the "Gold" German Brand Award in two categories, the Glamorous range winning the iF Design Award 2021, and the Fortune range winning the Red Dot Design Award for 2021. The company is particularly proud of winning the "World Market Leader Champion 2022" for a second time in the "Crystal Glass for High-End Hotels and Catering" segment.

Find out more at <https://www.zwiesel-glas.com>

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