



ZWIESEL
GLAS

150 YEARS

PRESS RELEASE

Exclusive co- operation: ZWIESEL GLAS and Gault&Millau join forces

June 2022. This month Gault&Millau Germany celebrates the first publication by the publisher Henris Edition in an extraordinary ambience, in the gourmet Rutz restaurant situated in Berlin. ZWIESEL GLAS is pleased about the acquisition of the license rights by Hans Fink and Dr. Hannah Fink-Eder, to be the new and exclusive glass partners of Gault&Millau Germany.



Hans Fink, co-founder of Henris Edition, and Michael Eichinger, Head of Marketing, Product & Communications at ZWIESEL GLAS, are happy about the collaboration.



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Unique sound meets journalistic expertise and independent assessment artistry

With the anniversary, ZWIESEL GLAS celebrates 150 years in which people come together at the most diverse tables around the world to celebrate the moment of community, enjoyment and life. A story that would not be possible without extraordinary partners who are also committed to special moments of pleasure and the best hosts. For this reason, the new exclusive collaboration with Gault&Millau Germany is a special pleasure, especially in the anniversary year of the company.

"Since 1872, ZWIESEL GLAS has been about bringing people together to celebrate life with all its joys. It's about the unforgettable moments and living the joy of life. Gault&Millau wants to help people find places where they can experience just that. Places where culinary delights, experiences of extraordinary enjoyment and true hospitality are in the foreground" says owner and board member of ZWIESEL GLAS, Prof. Dr. Andreas Buske.

Just as with ZWIESEL GLAS, the focus in the various guides and magazines from Gault&Millau is on discovery, amazement and enjoyment. You want to be a guide in the world of enjoyment and enable people to have unique moments of community within extraordinary ambience, with quality and expertise. Both brands stand for the same values and complement each other. It's about more than just wine or food, it's the special experience that can only come about when all factors work together. Beginning with the location, the passionate hosts, the tasting, the wine, the place setting, the glasses and so much more. Gault&Millau and ZWIESEL GLAS are all about these unique moments in the world of indulgence.

Just as with ZWIESEL GLAS two years ago, Gault&Millau Germany has also realigned itself after switching to Henris Edition. But not in neglect of its roots and tradition. The focus is still the independent rating of restaurants and the tasting of up to 10 000 wines per year. It's about the places where the greatest value is placed on maximum indulgence, community and togetherness. The sound of Zwiesel glasses is part of these very places, and is a sign of the highest quality and true hospitality.

"ZWIESEL GLAS has dedicated itself to the most discerning hosts and guests and thus addresses our exact target group. For this reason, I am pleased to work together to unite people's longing for com-



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munity, extraordinary table culture, enjoyment and "joie de vivre" in the best possible way, to appreciate outstanding concepts and to offer orientation to people with an affinity for pleasure," explains Hans Fink, responsible co-founder of the new publisher.

Growth through independent expertise, quality and the special note of enjoyment

The new and exclusive co-operation not only includes the exclusive use of Zwiesel glasses in all Gault&Millau Germany tastings, the implementation of joint events and tastings, but also the integration of the "Zwiesel Note" as a quality seal on the cover of the new Gault&Millau restaurant guide. In addition, as part of the first digital edition of the guide, the grade is shown as a sign of special glass pleasure at selected restaurants. Together, the brands have made it their goal to continue growing through new concepts and digital networking and to honour the best hosts.



The Zwiesel Note is a seal of quality within the framework of the Gault&Millau Germany collaboration on the cover of the 2022 restaurant guide.



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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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