



dal 1825

## DESSERTS HAVE NEVER LOOKED SWEETER IN BORMIOLI ROCCO GLASSWARE

### Line of Dessert Cups Include Range of New Shapes and Colors

New York City (Spring 2009) – Desserts can be as simple as scoops of ice cream or gelato, or as complex as a delicately layered tiramisu. Now Bormioli Rocco, the Italian glassware manufacturer since 1825, introduces two new offerings to its line of dessert cups that allow desserts to be seen in all their glory. Brand new shapes enhance this popular glassware category.

#### CALIFORNIA

The California line of dessert glasses expands to include a smaller 7.75 oz glass, perfect for ice cream, gelato or “amuse bouche” appetizers. The California dessert line also includes a larger 12 oz cup to be used for sundaes, puddings or larger portions.

Made in Italy, the dessert cups are shaped with a diagonal rim cut, giving the glass a designer touch. An oversized capacity allows for generous helpings of creamy desserts or savory snacks. In addition, the California collection is made of extra strong pressed glass that provides excellent resistance to chipping and breakage.

Like the rest of Bormioli Rocco’s quality glassware, California dessert cups are dishwasher safe. The California collection is sold open stock and will soon be available starting from \$4.99.

#### TULIP

Already a popular line of stemware, the Tulip collection expands to include a new 8.75 oz Dessert cup. Sturdy footings make a perfect base for holding up exquisite sweet creations, while the larger sized glass bulb holds any type of dessert. Also available as part of the Multicolor line, Tulip Dessert is designed with vibrant colored bases such as violet, lime green, sky blue and orange.

Tulip’s design makes it ideal for everyday use while its strength lies in a sure footing, providing the perfect showcase for any type of drink. A delicate rim is perfectly juxtaposed with the short stems and large bases, providing a unique look with enhanced stability. The Tulip Dessert Cup will be open stock for a retail price of \$1.90 each for translucent and \$2.90 for colors.

Bormioli Rocco, established in 1825, is a market leader in consumer and commercial glassware in both the Italian and global markets. Bormioli Rocco has nearly 3,000 employees, eleven manufacturing plants and distribution in over 100 countries. Over the last 180 years, Bormioli Rocco’s glassware lines have expanded to include drinkware, tableware, serverware, food storage and home décor.

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