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PREMIUM AND TULIP COLLECTIONS REFLECT CURRENT TRENDS IN DRINKWARE

Bormioli Rocco Introduces New Shapes and Colors to Fit Any Palate

NEW YORK CITY – Taking a cue from the latest European trends in glassware, Bormioli Rocco, the leading Italian glassware manufacturer since 1825, expands both its Premium and Tulip collections to reflect a change in consumer glassware needs and preferences.

PREMIUM

A classic stem designed in collaboration with the Italian Sommelier's Association, the Premium stemware line adds two new shapes - an 18.5 oz Montepulciano and 15 oz Rosè to the collection. The new shapes reflect a growing trend in professional wine tasting glasses. The Montepulciano is ideal for experiencing full-bodied reds such as Cabernets or light, dry white wines such as Pinot Grigio. The Rosè stem is designed to flatter Rosè wines, which are becoming more popular with consumers.

The entire Premium collection is made of superior lead-free crystal glass and is produced using Bormioli Rocco's state-of-the-art pulled stem technology, where each piece is produced from a single strand of glass. The two new stems are in addition to an already extensive line that includes various shaped stemware, barware, water glasses and a decanter. The Premium collection is available for an SRP of \$29.99 for a four-piece gift set.

TULIP

Tulip's contemporary design features a delicate rim that is juxtaposed with short stems and large bases. This unique look provides a perfect showcase for any type of drink and offers enhanced stability.

Made in Italy, the youthful-looking Tulip collection includes a: 10.5 oz, 12.75 oz and 18.5 oz Cooler. In addition, the 10.5 oz stem comes in effervescent color choices such as blue, violet, orange and green are now available as well as the original transparent color. The Tulip collection will be available this spring for a retail price of \$14.99 for a four-piece gift set. The Tulip collection is dishwasher safe.

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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