

FORTESSA, INC., 800 296-7508

**FORTESSA ACCENTS: NEW WAVE IN WHITEWARE**

FOR IMMEDIATE RELEASE:

Chantilly, VA -- Fortessa, Inc. has expanded its trend-setting Accentz™ collection that caters to the wide range of dining concepts in today's upscale hotels and restaurants. First treasured for its pristine white color hundreds of years ago, new technologies and dining styles have kept white porcelain, along with bone china, on the cutting edge of haute cuisine.

"It's not your grandmother's whiteware," noted Scott Hamberger, vice president at Fortessa. "Unusual, inventive shapes in all-white porcelain and bone china are the preferred means of presenting trendy fusion, Asian and other exotic new cuisines, adding dash and drama to food presentation," Mr. Hamberger said.

Fortessa's new "Seti" plate is an example of the new-wave whiteware - a sculpted, curvilinear oval, with a narrow rim that rises on one side, then dips smoothly to the base in a fluid line. Its unique design, derived from an ancient Egyptian hieroglyphic symbolizing light and wisdom, forms a graphic orb. The 15-inch-wide porcelain plate offers chefs multiple serving options, from hors d'oeuvres to entrée to dessert. The design also makes an eye-catching server on the banquet or buffet table.

Other new Accentz entries include a series of deep-well coupe plates and bowls that accommodate both new and traditional foodservice. The simplicity of the all-white pieces contribute to a relaxed, casual dining ambience that appeals to today's customers.

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White dinnerware also imparts of a sense of quality and luxury, borrowing from grandmother’s traditional tableware, Mr. Hamberger noted. “White has many color connotations, from ultra bright to soft yellow, and depending on its tone, whiteware can look warm and lustrous as well as crisp and cool,” Mr. Hamberger said.

New bone china designs highlighting the Accentz line glow with a rich, creamy sheen, adding a touch of traditional elegance to a modern serving concept: a six and one-half-inch coupe plate, fashioned with three wells to hold tiny dipping dishes.

New technology also has bestowed added benefits on whiteware, with the breakthrough Fortaluxe™ composition, for example. With this proprietary composition that combines the body strength of an alumina-reinforced product with the hard glaze of European porcelain, Fortessa has achieved the ideal of durable design with the look of fine china.

Because of its inherent versatility, there will always be a place at the table for the classic, but contemporary look of whiteware, Mr. Hamberger noted.

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