



Fortessa, Inc. 800.296.7508

BONE CHINA BY FORTESSA
BECOMES A MAINSTAY OF
FINE TABLES

FOR IMMEDIATE RELEASE:

Sterling, VA – In response to market demand, Fortessa has extended and diversified its bone china collection, introducing elegantly embossed shapes that offer new ideas for dressing up the table - and showcasing today's creative cuisine. Adding momentum to the current trend to bone china, the new "Oceana" dinnerware Glows with a creamy-white elegance accented by rippling waves of embossing flowing around a wide border. The fluid, sculptural design brings a sumptuous aura to the natural beauty of the china – and to the restaurant tale. Its translucent glow belies the china's innate strength. .

Joining Oceana to provide a fresh, novel look in bone china, "Saterna" Features a deep-ribbed embossing bordering plates and encircling cups and bowls, For a novel, transitional look. The quiet elegance of the design can enhance both casual and formal table.

Traditionally treasured for its translucent beauty and glowing white color, bone china now is widely recognized for equally valuable qualities of strength and durability. "In fact, bone china is one of the most impact-resistant types of ware on the market," noted Scott Hamberger, vice president at Fortessa. "As well, a high-quality bone china product (up to 40 per cent bone ash) offers a lustrous white color that makes for beautiful food presentation," Mr.Hamberger added.

Some of the chief characteristics that recommend bone china for the restaurant table, include:

- High resistance to edge chipping.
- Relatively light weight for the high body strength (weight for weight, it is
- One of the strongest options on the market, note Fortessa experts.)
- Tremendous luster and translucency for stunning presentation.
- Warm white color – in the case of Fortessa designs, a creamy white that
- “pops” on white and sets off patterned tablecloths.)

Long considered a traditional product, bone china has entered the 21st Century through stylish new designs that take offbeat, unusual shapes – squares, triangles, rectangles of all sizes and a range of curving, spiral forms. Originally devised to set off fusion, Asian and other exotic foods, innovative bone china has become the choice of chefs who want unique ways to present their creative and signature dishes.

Boat shaped bowls styled with a fine-ed, sculptural elegance in Fortessa’s new Line add decorative flair to the table. In two sizes (13” and 9.25”) the bowls make versatile that can fill multi-course roles.

Because of this new versatility, coupled with classic qualities and a sophisticated new look, bone china increasingly will have a place at the contemporary table, Mr. Hamberger noted.