



Fortessa

800.296.7508
www.fortessa.com

For Immediate Release:
March 8, 2007

NEW FORTESSA OFFERINGS CATER TO DINING TRENDS

Sterling, VA - Luminous bone china dinnerware; small, shapely plates; slim, curvy flatware; break-resistant stemware and mini-tasting glasses - tableware that leading chefs have selected to showcase their restaurant cuisine now is available for the home table in the new collection introduced by Fortessa at the International Home & Housewares Show, March 11-13, at Chicago's McCormick Place.

New additions to the Professional Tableware for the Home collection have been assembled from the company's trendsetting, five-star restaurant designs, to complement its offerings of beautiful and durable Schott Zwiessel crystal glass. The latest entries highlight dining and tabletop styles embraced by culinary experts across the country.

New dinnerware, for example, includes appealing looks in bone china, achieving a sophisticated, urban attitude through clever embossing: "Cygna" expresses a sense of tactile elegance, with a feathery border design that balances the deep wells of pieces and lends an aura of richness to the table. The pattern is repeated throughout the line, which includes a pasta bowl, rim soup as well as versatile stacking cups and saucers.

In a different contemporary mode, "Spirale" features an asymmetrical brush stroke spiraling around the border, giving an artistic spin to the creamy-white china. The decorative elements of these designs evoke a mod informality that connects with today's consumers and young living styles.

Striking a simple, but eloquent note, "Serena" offers an unadorned surface, attesting to the chef's love of a clear canvas for food arrangements. Crafted of a specially-formulated vitrified china, the smoothly-sculpted shapes - as the name implies - create serenely fresh settings. An example of the impact of modern technology on today's tableware, the designs are made of Vitaluxe, a composition fortified with a high alumina oxide content which imparts whiteness and extra strength to the pieces.

Reflecting the current dining craze for small-bite and tasting menus - tapas, amuses-bouches and other tidbits - small plates in the Fortessa collection are sized and shaped as modified squares, rectangles, and combining forms for creative serving and entertaining.

Two series of multiple servers - divided and compartmented plates bowls and trays - dramatically and efficiently present four or five or more small-bite foods. "Marea", for instance, is a 12-inch scalloped, flowerlike plate with nine compartments or sections for different tastings. Companion pieces have multiple combinations of shapes and sizes for informal dining and serving.

These all-around servers inspire an ever-changing tablescape, and as a coordinating element, Fortessa has introduced attractive bamboo trays in square and rectangular sizes which can be moved about to form interesting, inviting table arrangements.

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The handsome "Tavola" series of flat-bottom squares and rectangles features a flared rectangular tray which holds two matching squares, that can compose a single setting or function as individual servers.

To set off elegant bone china, the style spotlight has focused on quality flatware, illustrated by Fortessa's new designs: Prophetic of shapes to come, "Dragonfly" is fashioned in slender pieces, with weighty modeling that belies their finely-honed, fanciful forms. Shown in 18/10 stainless steel with polished finish, the utensils accessorize casual or formal dining. Other patterns, such as "Pantheon," have vintage overtones, reinterpreting archival originals for the modern table, in arcing, ergonomic shapes that comfortably fit the hand.

Extending Schott Zwiesel's superbly-styled collection of crystal glass, two new designs unveiled by Fortessa bring professional durability and presentation to the home table: The new "Fine" series of architecturally-inspired stemware is shaped for specific wine varieties. Made with the unique tritan technology that produces a pure, hard crystal glass, the stems have a clear brilliance that shows off varietal color and clarity, contributing to the wine experience. As all tritan crystal, fine stems are dishwasher-safe and highly resistant to breakage and chipping.

On a luxe level, the sparkling sommelier stems called "The First" are the latest in the Zwiesel 1872 series of handmade, mouth-blown glassware. In response to the growing interest in pairing food and wines, these stems are shaped to enhance the precise flavor and bouquet of a range of fine varieties. To capture these varietal qualities, Schott Zwiesel experts collaborated with Europe's leading sommelier, Enrico Bernardo, of Le Cinq Restaurant, at the Georges Cinq, in Paris, in developing The First collection. A blend of innovative styling and technical know-how, the Zwiesel 1872 sommelier stems come in 16 varietal shapes and sizes, offering a glass for every serving occasion, every menu pairing.

And in Fortessa's specialty glassware category, the debut of two sets of down-sized designs match up with diminutive dishes: "Temptationz" includes five mini glasses, sized for tasting portions of liquor and spirits, including a 2.5"-2oz. tini-martini. Sleekly styled, on a solid base, the designs cater to popular home tasting sessions and parties. Artfully-shaped in more graceful forms, the charming "After Hours" collection invites sampling of aperitifs and cocktails. In clear glass, these new mini servers provide a trendy addition to the collection.

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