



**Fortessa**<sup>®</sup>  
"Leading the Way in Tableware"<sup>™</sup>

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NEW LUXE FOOD-FEST ENLISTS  
FORTESSA/SCHOTT ZWIESEL

FOR IMMEDIATE RELEASE:

Sterling, VA – The country's largest, most luxurious food and wine fest made its debut at California's storied Pebble Beach, joined with Fortessa/Schott Zwiesel as a sponsor, to supply its crystal stemware and handsome tableware for the dining-tasting events scheduled during a four-day premiere, March 27-30.

Set against the panoramic beauty of the Pacific coastline, the epicurean event gathered a galaxy of 50 culinary stars from around the world, including notables such as Thomas Keller, Charlie Trotter, Jacques Pepin and Michel Richard, to present a series of sumptuous lunches, dinners, and cooking demonstrations throughout the area. Some 200 winemakers from around the world led tastings and wine seminars, and a rare-wine auction.

At two Grand Tastings, under a 30,000-square foot tent, guests sampled fine wines, poured in the official festival glass, Schott Zwiesel's "Forté" 13.6-oz. stem, selected for its elegant shape and balance – and its ability to enhance both red and white wines. From the Tritan<sup>®</sup> crystal collection, crafted of a uniquely brilliant, hard, clear glass, Forté stems are highly resistant to breakage and chipping, and dishwasher safe, which made them ideal for the Pebble Beach fest, where managers expected to use more than 17,000 glasses over the four-day event.

"A popular choice of leading chefs around the world, our products were a natural match for the Pebble Beach event," noted Eric Hamberger, co-president of Fortessa. The culinary tour de force, Mr. Hamberger noted, aimed at establishing a new high level of excellence in the food-wine celebration, designed to interact with chefs and vintners in educational settings, and in the process, highlight the quality and richness of California agriculture. The event was conceived and developed by Coastal Luxury Productions, headed by Rob Weakley, veteran in the west coast hospitality field.

For the premiere, the producers asked Fortessa to create a commemorative gift plate for visitors. The design selected - a service plate from the "Oceana" bone china dinnerware collection, notable for a decorative, deep-"rippled" pattern, and inscribed with the Pebble Beach Food & Wine Festival logo - "aptly expressed the elegance of the occasion and symbolized the seaside setting of the country's newest food-wine fest," Mr. Hamberger said.

Fortessa, based in Sterling, VA, is the diversified developer, designer and marketer of quality-crafted dinnerware, glassware, metalware and accessories for the commercial foodservice industry and the retail market.

Proceeds from the Pebble Beach event will go to local charities, including the Boys and Girls Club.

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