



**Fortessa, Inc. 800.296.7508**

## NEW GLASSES BY SCHOTT ZWIESEL PUT MORE BUBBLES IN CHAMPAGNE

### FOR IMMEDIATE RELEASE:

Sterling, VA – With its new stemware and flutes, incorporating top-line “bubble” technology, Schott Zwiesel/Fortessa has reinvented Champagne drinking: Many of the machine-made, tritan® crystal glasses now are crafted with “bubble points” that create a steady stream of effervescence, prolonging the enjoyment of Champagne and sparkling wines.

Until now, a continuous stream of bubbles was achieved only with hand-blown, expensive stemware, noted Scott Hamberger, vice president at Fortessa. “Schott Zwiesel’s technology advances make it possible to get the bubble effect in machine-crafted glassware,” Mr. Hamberger said.

A laser technique is used to score the inside bottom of the glass bowl in a cluster of three to five small dots or bubble points, Mr. Hamberger explained. The dots concentrate and direct the flow of bubbles into a steady stream that rises from the center of the cluster, keeping wine bubbly, longer.

New stemware collections – including “Pure,” “Fortissimo,” “Carat” and “Forté,” among others – have the same pivotal bubble points as handcrafted, mouth-blown designs, such as “Enoteca” and “Fino.”

The new bubble feature adds a romantic dimension to the unique qualities of Schott Zwiesel’s tritan® crystal - the most resilient, brilliant, break-resistant glass available - visibly demonstrating how the right glass can enhance the appreciation of wine drinking. Serving Champagne in an effervescent-centered flute can put new sparkle in the “bubbly” – and in customer spirits, as well.

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