



**For the ultimate in wine enjoyment: choose a glass which best fulfils your needs**

Riedel has always viewed the wine glass as an instrument to bring together: the personality of the wine, smell, taste, appearance (including the beauty of the object).

To fully appreciate the different grape varieties and the subtle characteristics of individual wines, it is essential to have a glass which has a shape fine-tuned for the purpose. The shape is responsible for the quality and intensity of the bouquet and the flow of the wine. The initial contact point depends on the shape and volume of the glass, the diameter of the rim, and its finish (whether it is a cut and polished or rolled edge) as well as the thickness of the crystal. As you put your wine glass to your lips, your taste buds are on the alert. The wine flow is directed onto the appropriate taste zones of your palate and consequently leads to different taste pictures. Once your tongue is in contact with the wine three messages are transmitted at the same time: temperature, texture and taste.

When developing a glass, Riedel's design ideas are not born on a drawing board, but shaped by trial and error with the help and support of the world's greatest palates. The first discovery was made while enjoying wine. The same wine displayed completely differently characteristics when served in a variety of glasses. The differences were so great that experienced connoisseurs were made to believe that they were tasting a different wine.

**Riedel's guiding principle: The content determines the shape**

Riedel has been able to create shapes in which the wine, vinified from specific grape varieties, seems to improve. Riedel started to recognize the complex role that size and shape play in conveying the message of a fine wine. The size of a glass is important, affecting the quality and intensity of aromas. The breathing space has to be chosen according to the "personality" of the wine or spirit. Red wines require large glasses, white wines medium-sized glasses and spirits, small ones (to emphasize the fruit character and not the alcohol).

**Riedel 'Vinum'**

Introduced in 1986, Vinum was the first machine-made series of glasses in history to be based exclusively on the characteristics of quality, reasonable price and wide distribution. Vinum has had a permanent impact on the globe's wine glass culture. These glasses have proved to consumers and restaurateurs that the pleasure of consuming wine starts with the glass. The Vinum collection, developed by Georg Riedel on the principle that the content commands the shape, is the "Vitrum-Vinothek" for every day use. Vinum is made of over 24% lead crystal.

**Riedel 'Sommeliers'**

In 1973, in Orvieto, Claus Riedel presented the world's first gourmet glass series developed with the help of the Association of Italian Sommeliers (ASI). The series consisted of 10 sizes. Since then the world of wine has changed radically. Today, regions and continents are producing wines that didn't exist or were unknown 25 years ago. The Sommeliers series was developed further by his son Georg, into an all-embracing state-of-the-art wine glass collection. Praised in 1991 by Robert Parker, Jr., publisher of The Wine Advocate, as "The finest glasses for both technical and hedonistic purposes are those made by Riedel". Thanks to worldwide demand, Sommeliers is now the wineglass benchmark and the most successful series of hand-made glasses in the world. Each glass is individually made: Riedels glass-makers invest their talent, know-how and meticulous craftsmanship in making glasses of the impeccable quality our consumers expect. Sommeliers are executed in over 24% lead crystal.

**Riedel 'O'**

Maximilian Riedel (11th generation) presents his first glass series. The Riedel connoisseur will be surprised to find that this new glass series has something missing - there is no stem or base. So what is 'O'? Riedel 'O' is the new innovative take on the wine tumbler. In short: 'O' is the ideal glass for every day use and for every occasion. It is fun, feels good to hold, looks trendy and it works! The designs of 'O' are based on the benchmark shapes of Riedel Vinum. For the first time in glass history the design parameters such as shape of tumbler, size and diameter of rim, have been finely-tuned to enhance the world's most important grape varieties. The tumbler, used for centuries as an all-round drinking vessel, is now turned into a sophisticated wine accessory. Maximilian Riedel has created something brand new with 'O' without losing sight of his 'roots'. Maximilian Riedel feels that now is the right time to offer a glass which is easy to use. It fits in every dishwasher, picnic basket, minibar or small kitchen. Broken stems are a thing of the past!

**You don't need to be a wine writer, a wine maker or an expert to taste the difference that a Riedel glass can make.**

