



RAISE THOSE SPIEGELAU GLASSES AND TOAST TO BETTER TASTING BEER

Perfect Beer Glasses for Every Brew

Whether sharing a few pints with friends or on an endless pursuit to find the most exceptional ale, Spiegelau beer glasses are the essential vessels to make each brew taste even better. As more and more people are finding the fun in exploring the nuances of various types of beers, the craft beer industry is enjoying a growing cachet and distinction similar to fine wines. And like wine, beer tastes better when in the right glass.

So what's in a glass, aside from the beer? As the demand for more flavorful and diverse beer explodes, it's essential that different styles of beer have the right glassware to enhance their appearance, aroma and taste. Beers served in the wrong glasses do not fully release their delicate aromas and can taste bland and uninteresting. Bad glassware can also destroy the spritzy refreshing character of beer and let the head collapse too soon. Without the proper glassware, beer flavors are stifled and textures are dulled, because just like wine, beer needs to breathe.

More refined and elegant than other pint glasses, Spiegelau has four distinct beer glass shapes that support the characteristics of specific beer styles - the Tall Pilsner, the Lager, Beer Tulip and the Wheat Beer. Each Spiegelau beer glass is specially designed into shapes to support beer in releasing its full spectrum of flavors, delivering them to the nose and mouth. The shapes positively impact head development and retention, creating a better looking and tasting brew.

With 500 years of experience and among the oldest manufacturers of fine blown crystal in the world, Spiegelau bucks the trend away from clunky beer steins, combining form and function to create the perfect beer glass – a glass that not only makes beer look better, but more importantly, makes beer taste even better. Through a combination of state of the art materials and production along with distinctive glass shapes, Spiegelau beer glasses have become the new standard for the growing number of serious beer aficionados.





Just as a beer connoisseur might focus on the make-up of the brew, Spiegelau is committed to using only first-rate materials in its glassware, which make for a superior beer drinking experience. The glasses are made of extremely high quality Crystal thanks to the brand's rarified, unusually pure mineral source of raw quartz silica at the Dorfner mine in Spiegelau, Germany. Mined from the Hirschau-Schnaittenbacher basin, which is known to have one of the most important deposits of silica sand on the European continent, it provides the ideal "geological terroir" to create the perfect glassware.

The high-quality materials used allow for a purity and smoothness of the glass evident in the incredible lightness and delicate feel. Each glass is thin blown which heightens the perception of mouth feel and taste, making for a better beer drinking experience as compared to drinking from thick, industrial-strength pint glasses. Adding to the experience, the thin walls of the glass maintain proper beer temperature longer which means a brew can taste better from the first pour to last sip.

Despite being thin and distinctively shaped, Spiegelau glasses are remarkably durable due to the state of the art production, Platinum Glass process. As the glass goes from the powder to the liquid stage, the molten glass is passed through a platinum tube to eliminate any impurities and remove all imperfections and inconsistencies. Because of this process, Spiegelau glasses have been certified as "extremely dishwasher safe" by an independent laboratory having undergone 1,500 dishwasher cycles without any scratching, markings, loss of brilliance, foggy shadows, change in color or brilliance or build up of water chemicals and residue. Durability to perfection!

Spiegelau traces its glass-making roots back to 1521 in Spiegelau, Germany, tucked in the primeval forest of Bavaria. For almost 500 years, Spiegelau has created glassware known for its sleek design, durability and strength. Today, Spiegelau beer glasses represent German craftsmanship at its best. In 2004, Spiegelau was purchased by Riedel Glass Works and is now a part of the Riedel/Nachtmann/Spiegelau Group.

Spiegelau's beer glasses can be purchased in packs of two or as the Beer Connoisseur Kit, which contains a set of all four glass types. For additional information, go to www.spiegelau.com.

 <p>The NEW Tall Pilsner</p>	<ul style="list-style-type: none"> • Thinner walls and rounded shape maintain proper beer temperature longer • Slender shape enhances hops aroma and bitterness • Sustains head retention and carbonation
 <p>Lager Glass</p>	<ul style="list-style-type: none"> • Hop aromas are well balanced by the open shaped design of glass • Narrow base that broadens to a wide mouth showcases the color, clarity and carbonation
 <p>Beer Tulip</p>	<ul style="list-style-type: none"> • While capturing the head and enhancing the volatiles, flared lip delivers beer to front of the tongue where sweetness (malt) is best tasted • Large bowl preserves aromas, while narrow top supports head retention
 <p>Wheat Beer Glass</p>	<ul style="list-style-type: none"> • Height allows for high carbonation and thick frothy head • Bowed shape and wide opening highlights the yeasty, fruity and phenol aromas