



SPIEGELAU RAISES A GLASS TO BETTER TASTING IPAs

Spiegelau, Sierra Nevada and Dogfish Head Collaborate on New IPA-Specific Glass

Whether you're a seasoned craft beer aficionado or you're just discovering the tastes of India Pale Ales (IPA), Spiegelau's latest innovation will forever change the way you experience your brew. Spiegelau, with input from Dogfish Head and Sierra Nevada breweries, has created the essential tool for a future filled with premium craft IPA-style beers.

With input from the leading IPA brewers in the United States – Sam Calagione of Dogfish Head and Ken Grossman of Sierra Nevada – Spiegelau has created the new standard for IPA beer glassware. Through a series of design and tasting sessions, the collaborating breweries unanimously voted for a single glass out of an original lineup of twelve Spiegelau prototypes. Designed to showcase varying aromatic profiles for the American ‘hop forward’ IPA beer, preserve a frothy head and volatiles and maintain a comfortably wide opening for the drinker to “nose” the beer, Spiegelau’s latest glass design is sure to become the go-to vessel for IPA beers.

All parties involved believe they have created a glass that perfectly amplifies and balances even the hoppiest of IPA beers.

“The goal of this initiative was to develop a glass that would serve as the new global standard for the American IPA style of beer, just as the world recognizes ‘wheat’, ‘pilsner’ and other beer glass styles,” explained Spiegelau Vice President Matthew Rutkowski. *“We are thrilled to have collaborated with America’s preeminent IPA brewers on this project, as this further validates that we are offering beer drinkers a glass that will maximize their tasting experience to its fullest potential.”*

“I’ve been a longtime believer in the importance of using quality glassware to enhance the enjoyment of quality craft beer,” said Dogfish Head Founder and President Sam Calagione. *“The process of collaborating on the design of this hop-centric glass takes this concept to the next level.”*

Ken Grossman, Sierra Nevada’s founder, shared *“Hop-forward beers are close to our hearts, and we’ve had fun figuring out how to best highlight an IPA’s nuances,”* *“We imagine hopheads will enjoy giving the glass a try.”*

The new Spiegelau IPA-specific glasses will be sold at retailers nationwide and online beginning in May 2013.

The pint glasses' moment is over!

For more information, photos or press samples: please contact Catanna Berger NIKE Communications



- Thin walls maintain proper beer temperature longer
- Slender, bowed shape amplifies hops aroma
- Wave-like ridges aerate beer into and out of the glass to balance flavors as you drink
- Wide mouth allows drinker to “nose” the beer comfortably for heightened aroma
- Raw quartz silica combined with state of the art production methods help beer sustain head retention and carbonation
- Delivers beer evenly across the palate for a pleasant creaminess, and a harmony of sweetness and acidity

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