



New Collection of Craft Beer Glasses Designed for Authentic Craft Beer Experience

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Luigi Bormioli announces the launch of their new Birrateque Collection, a line of craft beer glasses specially designed for specific craft beer styles. The shape and dimension of each glass in the collection is engineered to bring out the flavor and aroma of the craft beer for which they are created.

The Birrateque Collection was developed in association with Centro Studi Assaggiatori, an international specialist of sensory analysis in food and beverage. Each beer glass has been crafted to enhance the enjoyment of its specific beer style. The stout glass, for instance, allows room for a two to three finger head, enhancing the beer's creaminess. The IPA glass has a thinner body, which helps to maintain carbonation, as this type of craft beer does not have as much carbonation as others.

Matthew DiCicco, Luigi Bormioli's craft beer ambassador, explained, "Birrateque glasses feature etchings on the bottom, which help maintain a fine and persistent stream of bubbles to reinvigorate the foamy head on top of the beers. The large capacities and shape also allow room for aeration, and to slow down evaporation of the carbonation."

Included in the new collection is a wheat glass, which is a larger glass that allows air into the reservoir. There is also a seasonal glass, which is the largest in the collection, and there is a cider glass, which is the smallest in the collection. Mr. DiCicco explains that "the cider glass allows sweet aromas, like ginger and cinnamon to aerate due to its design." The final glass in the new collection is the beer tester glass. It has a small stem, which the company says makes it the best choice for taste testing or creating a beer flight experience.

All of the new beer glasses are created with Luigi Bormioli's proprietary Lead-Free High-Tech Crystal Glass, SON.hyx and backed by a 25-year guarantee that guards against chipping on the rim or foot as well as any discoloration or cloudiness from washing.

Those passionate about craft beer can get a look at the new Birrateque collection at www.luigibormioli.com/craftbeer. There is also a downloadable specifications document that shows the science behind the designs.

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Luigi Bormioli

Luigi Bormioli is renowned worldwide for its design, traditional Italian craftsmanship and advanced glassmaking technology creating beautiful stemware, barware and serving glassware of the highest quality.

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