

RIEDEL
THE WINE GLASS COMPANY

MORE PLEASURE FOR YOUR NOSE, MORE ZEST FOR YOUR PALATE!

To fully appreciate the personality of different grape varieties and the subtle character of wines, it is essential to have an appropriately fine tuned glass shape. The shape is responsible for the flow of the wine and consequently where it touches the various taste zones of the tongue. The initial point of contact depends on the shape and volume of the glass, the diameter of the rim, and its finish (whether it is 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 alert. Once the tongue is in contact with the wine three messages are transmitted at the same time: temperature, texture and taste. Wine is composed of different elements: fruit, acidity, mineral components, tannin and alcohol. The combination between of the sense of smell and taste leads into the wonderful world of flavour.

It is the glass shape which is responsible for balance and harmony of flavours. RIEDEL was first to discover the concept: "The content commands the shape!"

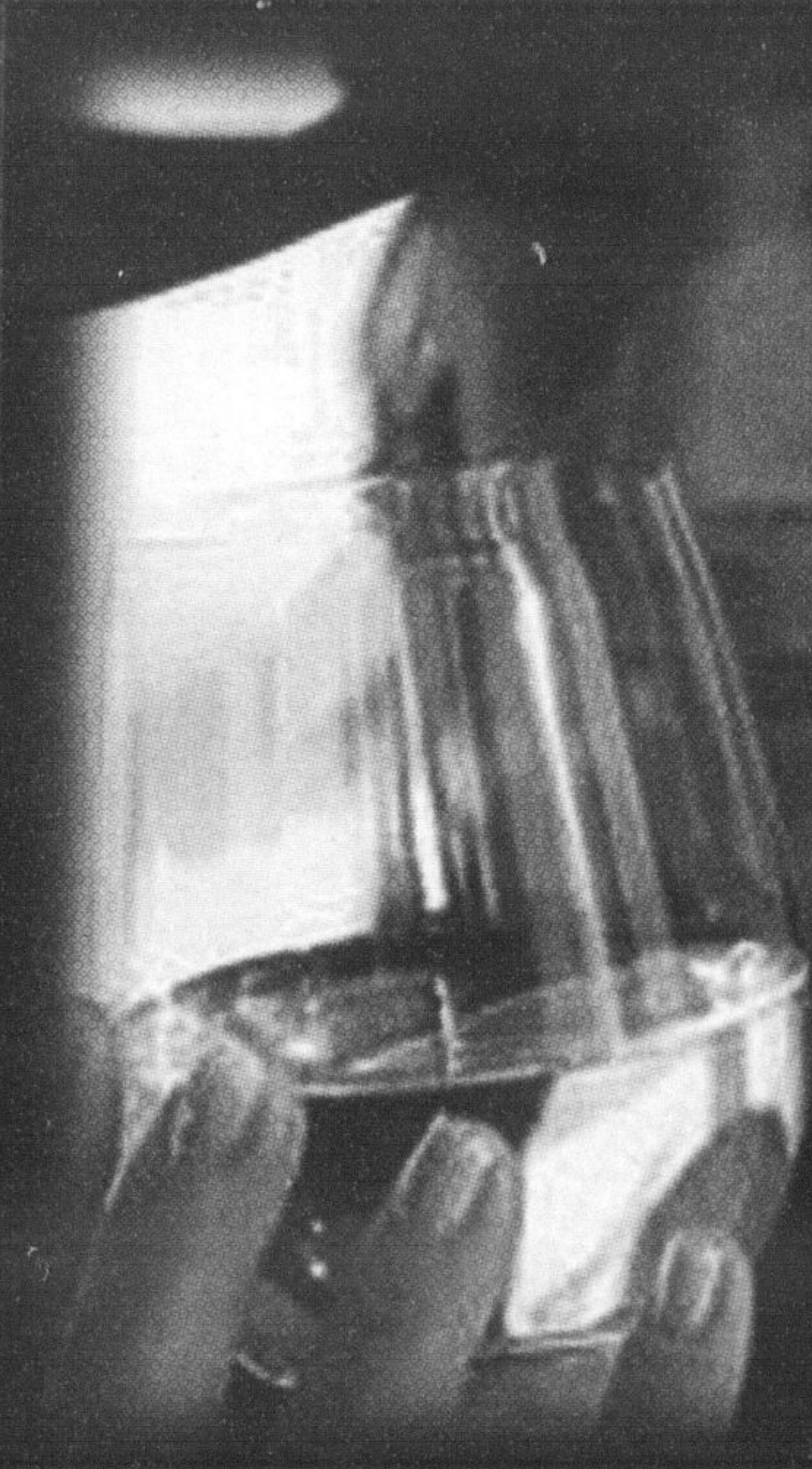
Vinum Extreme and Vinum range \$29.50 - \$46.00 each purchase 6 the same and receive 20% off.

Single Malt Whiskey

In early 1992, a panel of Scotch whisky experts convened at Riedel's headquarters in Austria to test a range of nineteen different glass shapes.

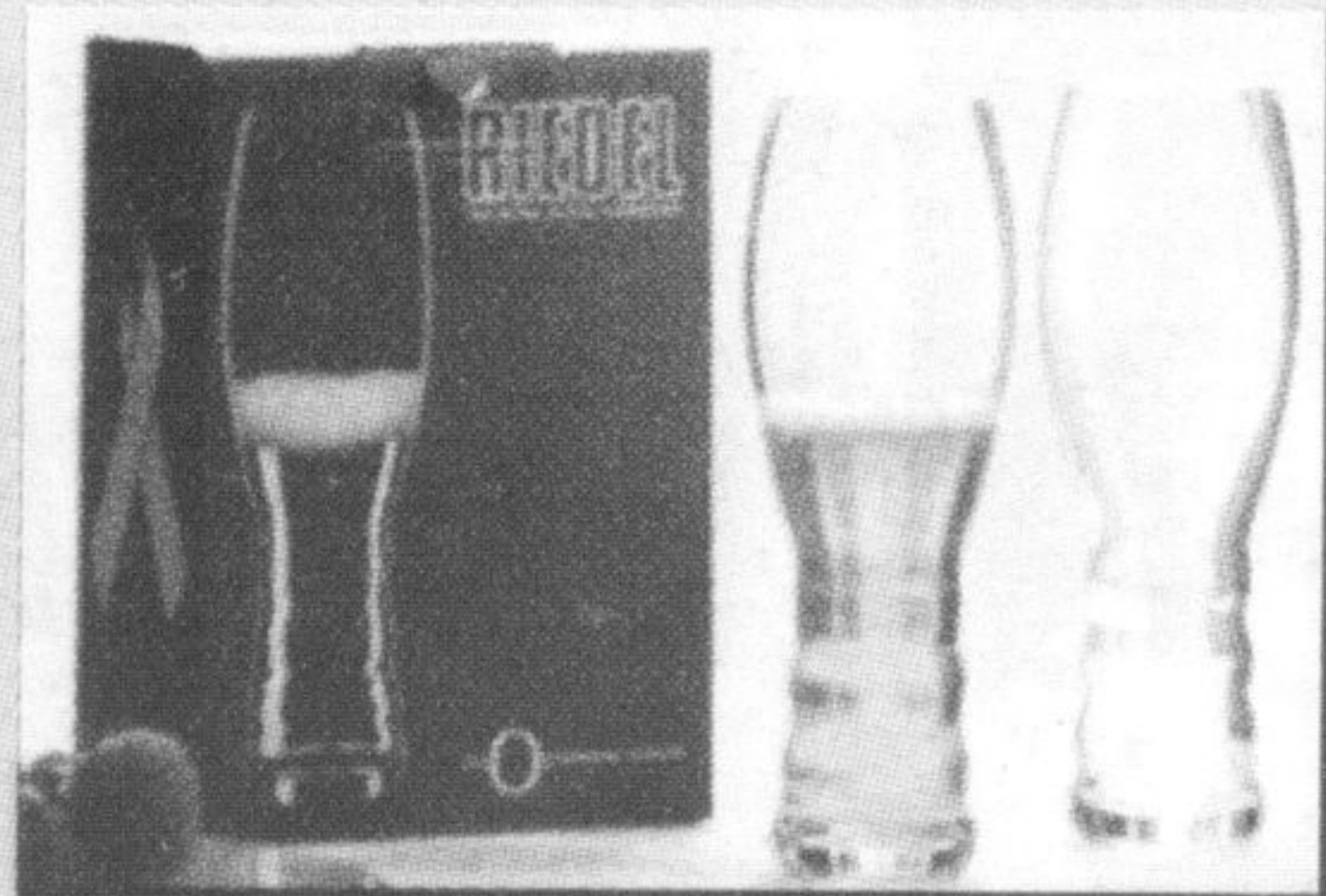
On the basis of this first selection, George Riedel undertook further research with the help of master distillers in Scotland.

This research resulted in a glass that is an elongated thistle shape on a truncated stem. The design incorporates a small, slightly outturned lip which directs the spirit onto the tip of the tongue, where sweetness is perceived, and serves to emphasize the elegant creaminess of top quality single malt whisky.



The 'O' glasses are available boxed in two glass gift set at \$19.95 pair - an ideal gift for others or for yourself!

RIEDEL INTRODUCES LIMITED EDITION PINK 'O' CHAMPAGNE GLASS



TO BENEFIT BREAST CANCER SURVIVORS

- A Celebration of Life and Hope

Riedel has created a Pink Champagne 'O' glass

to toast life and hope for those women whose lives have been affected by breast cancer. The Pink Champagne glass differs from the standard 'O' glasses as it sits on a ribbed hollow pedestal and the bowl is an elongated tulip shape. Created for the October 2006 fundraiser a pair of Pink 'O' Champagne glasses retails for \$28 with part of the proceeds going to Breast Cancer Charities.

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