



ONE WORD SAYS IT ALL.

LUMINARC CRAFTING NEW DIMENSIONS IN BEER GLASSWARE

Craft beer...Fruit beer...IPA...Stout...Cider...Beer-wine blends... In just a couple of years' time, the taste of arguably the majority of American consumers for these kicked-up versions of that age-old beverage commonly known as beer has expanded incredibly. And this sophistication in taste has also opened up those consumers to the value of drinking each brew from a glass that is designed to maximize their enjoyment of the beverage.

Arc International has been at the leading edge of designing and developing *just* these kinds of specialized glasses, as we have worked with most all the major brewers both here in the US and Internationally to create many of the proprietary designs for their specific beers that consumers are used to seeing every day in their favorite pubs and restaurants.

At the upcoming NY Tabletop Show, Luminarc will be featuring several new shapes developed to provide specific benefits for particular brews.



Portland is a 15 ounce stemmed vessel boasting an exaggerated tulip shape...which allows the head and the aroma of hearty Belgian style ales to be maximized. It is also available in a 7 ounce taster size.



Oslo is a taller, more elongated profile, which is perfectly suited to crisp, clear, pilsners. The long shape allows greater visual impact of light on the color of the beverage and allows bubbles to form into long, lovely lines, enhancing the experience. Oslo comes in 16 and 20 ounce capacities.



Midland is a modern adaptation of the classic "British Pint" shape. As with its ancestor...it is perfect for Stouts, Ales and Lagers...but will not turn away any brew worthy of its heritage. It is available in 16 and 20 ounce sizes, as well as a 7 ounce taster.

All three join a broad assortment already available in the Luminarc line...and carry retails from \$1.99 to \$2.99 in open stock, and \$9.99 to \$14.99 in sets of 4.

SEE IMAGES ATTACHED - HI RES AVAILABLE BY REQUEST

For more information Contact: Arc International, 601 S. Wade Blvd., Millville, NJ – or e-mail donna.muller@arc-intl.com

