



## LUMINARC ANNOUNCES REDESIGN OF GUINNESS & CO.'S ICONIC GLASSWARE WITH THE RETAIL LAUNCH OF NEW GUINNESS GRAVITY GLASS

*Symbol of Legendary Stout Receives Contemporary New Redesign*



**MILLVILLE, NJ (September 20, 2013)** – Leading tableware and home decoration brand Luminarc announced today the retail launch of the GUINNESS® Gravity Glass. The tulip pint, which is designed to create the cascade of surge forming the iconic creamy head, has become an unofficial symbol of the GUINNESS brand. To further enrich the consumer drinking experience, Luminarc has created a contemporary redesign of the tulip pint – the GUINNESS Gravity Glass.

The new design glorifies the unique surge of GUINNESS beer, bringing the pint to life with a longer, more slender profile, enhanced by distinctive embossments of the GUINNESS Harp on both sides. This instantly recognizable, contemporary design pays homage to centuries-old GUINNESS brewing traditions, while strengthening the quality credentials with a premium design. Luminarc will be introducing the new glassware to the retail trade at the upcoming New York Tabletop Show, October 15-18, 2013.

“We are thrilled to have worked with Guinness & Co. on designing and creating glassware that stays true to the brand’s iconic pint glass, but shows a sleeker design that will also resonate with younger legal drinking aged consumers” said Tom Moleski, Luminarc Director of Marketing Development. “Keeping the design recognizable while making tweaks to enhance the drinking experience was our top priority. We’re excited to introduce the glassware to retailers at the New York Tabletop Show and soon with consumers to enjoy Guinness beer responsibly.”

A special “Pour Your Own Pint” event will be held on-site during the New York Tabletop Show where participating retailers can receive a GUINNESS Gravity Glass engraved with their name. This will take place on Tuesday, October 15, 2013 from 5:00 to 7:00 PM on the 21<sup>st</sup> floor of the 41 Madison Avenue showroom.

The new GUINNESS Gravity Glass has been gradually introduced into the bar and restaurant market over the past year to great accolades. The 20oz GUINNESS Gravity Glass will retail for \$2.99 each in open stock and \$14.99 in sets of 4.

While you enjoy the perfect pint in the new GUINNESS Gravity Glass, GUINNESS reminds you to always drink responsibly.

### **About Luminarc**

Our home lives move according to the rhythm of celebrations (traditional, family or friendly) and seasons. Luminarc brings something extra to those moments....everyday and special occasions.

Because Luminarc constantly draws its inspiration from consumer expectations, often up-to the minute. Inspired by today's and tomorrow's trends – colors, shapes, use etc. – our designers and engineers create modern, functional and original items. Assisted by this creativity, the brand offers a wide variety of collections in drinkware, cookware, storage, dinnerware and food preparation. Luminarc is the major glassware brand of Arc International.

### **About Arc International**

ARC International is the global leader in custom tabletop solutions and a leading innovator in glassware production. ARC's North American facility, located in Millville, NJ, is home to over 1,100 employees and designs and manufactures products for restaurants, hotels, and home use. Over 1 million pieces of glassware are produced at the Millville facility each day for customers all over the Americas. These high quality products include stemmed wine glasses, beer mugs, decorative custom glassware, glass plates, cookware, storage containers and industrial glass for specialty goods manufacturers. Beginning with the highest quality ingredients, ARC deploys the latest in manufacturing technology and invests extensively in research and development to create durable and elegant glass products.

### **About GUINNESS®**

The GUINNESS® brand enjoys a global reputation as a uniquely authentic Irish beer and the best-selling stout in the world. Famous for its dark color, creamy head and unique surge and settle, this distinctive beer has been brewed at the St. James's Gate brewery in Dublin, Ireland since 1759. Over 10 million glasses of GUINNESS beer are enjoyed every single day around the world, and 1.8 billion pints are sold every year. GUINNESS beer is available in well over 100 countries worldwide and is brewed in almost 50. Also from the makers of GUINNESS, SMITHWICK'S, Ireland's oldest and best selling ale and HARP Lager, whose name pays tribute to the GUINNESS logo and the national symbol of Ireland. Additional information about the GUINNESS brand can be found at [www.guinness.com](http://www.guinness.com).



## About Diageo

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray and Guinness.

Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at [www.diageo.com](http://www.diageo.com). For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit [DRINKiQ.com](http://DRINKiQ.com).

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*Images of new glassware are available upon request.*