

ONE WORD SAYS IT ALL.

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LUMINARC CRAFTS NEW COCKTAIL & BARWARE COLLECTION

According to recent research, consumer spending on alcohol grew 4.3% in the on-premise last year. Spirits were up 6.1%, outpacing both beer (up 2.7%) and wine (up 5.2%).

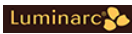


Cocktail sales have become so essential to on-premise operators that even wine-centric venues are now “mixology”-oriented. In city after city, the hottest bars and restaurants are serving up these unique, hand-crafted, alcohol-forward cocktails.

Flavors remain hot for both clear and brown spirits—and right now, brown spirits are particularly hot. A major US distributor of spirits, wine and beer saw 10% growth in its on-premise whiskey business last year, which was matched by its off-premise performance, with Irish whiskey and Bourbon leading the way.

Addressing this hot trend in craft cocktails, brown spirits and yes...craft beers... *Luminarc* has crafted a 14 item collection with the sizes and shapes most commonly found in the trend-forward bars and restaurants today. Borrowing much of its inspiration from its proven food service ranges, the goal of the new collection, aptly dubbed **Barcraft**, is to make the authentic, on-premise, cocktail and beer experience available to consumers at home.



Barcraft is an important innovation for retailers, since most of the “new cocktails” are not served in the more typical, oversized glasses that currently fill their shelves. This means that authenticating these beverages at home requires NEW TOOLS...and **Barcraft** by  provides the key component...a PERFECTLY SIZED GLASS for each specific need.

The collection includes sets of 4 and 6 and carries very accessible suggested retails ranging from \$9.99 to \$14.99.

SEE IMAGES ATTACHED - HI RES AVAILABLE BY REQUEST

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