



reddot award 2015
winner



PRESS RELEASE

Craft beer glasses in a functional design impress jury at the Red Dot Award

Spiegelau wins design award with flavour-specific glasses for craft beers

Neustadt a.d. Waldnaab, 16 April 2015 – Spiegelau wins the world's foremost design award, the Red Dot Award, with its Craft Beer Glasses. The glass manufacturer from the Bavarian Forest had entered its innovative design concept of flavour-specific glasses for craft beers. Together with brewers and industry experts, Spiegelau developed glasses for specific varieties of craft beer in special workshops. The IPA glass was already introduced on the market in 2013, followed by the stout glass in 2014 and the American wheat beer/wit beer glass in 2015. With 4,928 entries from 56 countries this year, the Red Dot Award is not only the largest and most prestigious product competition in the world, but also the most international.

Spiegelau's Craft Beer Glasses were developed in collaboration with an expert team of master brewers and beer industry experts. A great number of glass shapes were tested in workshops with the aim of finding forms that best bring out the complex flavours of the traditionally brewed varieties India pale ale, American wheat beer and stout. According to the experts, the glass shapes they tested, which are especially adapted for the particular varieties of beer, make it possible to pass on aromas and flavours in a balanced manner to the nose and palate and to optimally present the taste and texture of the beers. The concept and design of the glasses convinced the Red Dot jury, who bestowed the Red Dot Award: Product Design 2015 on the series of Craft Beer Glasses. This year, the competition celebrated its 60th anniversary and is considered the world's foremost design award. Impact, neutrality and global competence are also reflected in the Red Dot jury: outstanding designers, renowned design professors and journalists from 25 nations discussed all entries live and on site. The diligence of the jurors, who submit to a strict code of honour, is well known.

"This award makes us very proud. It shows that we are on the right track with our glasses. All the better if this is confirmed by a conscientious and impartial jury," says Managing Director Richard Voit, pleased to receive this award, and adds: "We are breaking new ground and are therefore also taking risks. This type of development in the field of beer glasses is unique and very costly. The glasses are working out great. The fact that they also have won a design award now is of course a twofold honour for us."



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SPIEGELAU
CRAFT BEER GLASSES



*Caption: The outstanding quality of Craft Beer Glasses convinces the jury at the Red Dot Award
(Photos: Spiegelau)*

The Red Dot Design Award

The Red Dot Design Award is one of the world's foremost design competitions. The Design Zentrum Nordrhein Westfalen, at the time still called Industrieform e.V., has been honouring outstanding design since 1954. The coveted Red Dot has become an internationally recognized seal of quality and is now awarded in three different disciplines. For more information, please visit www.red-dot.de/presse.

About Spiegelau

"High performance at every occasion": with this motto Spiegelau has built its reputation for high-quality crystal drinking glasses for over 500 years. True to its roots in traditional Bavarian craftsmanship, Spiegelau today uses the latest advanced technologies to guarantee that all glasses are entirely robust and reliable. Spiegelau glasses are therefore not only highly brilliant, they are also extremely resistant to breakage and dishwasher safe. Spiegelau is sticking to its production facilities in Germany from conviction and produces high-quality glasses that meet the highest standards. Building on its expertise and knowledge of how the shape of glasses affects a particular beverage, Spiegelau has developed special glass shapes for craft beers that showcase their unique and functional design. They were created in collaboration with leading US craft beer breweries in numerous tasting workshops with the aim of finding the optimal glass shapes best suited to bring out the complex flavours of the traditionally brewed varieties IPA, stout and American wheat beer. All Spiegelau Craft Beer Glasses are marked with the quality seal "Tasting approved". This is how the Bavarian company provides the decisive impulse to look at the enjoyment of beer and, ultimately, beer culture in a new way, that is under the aspect of using the right glass for the different beers.

For further information, please visit www.spiegelau.com.

Specimen copy or publication link requested.

Feel free to request further information and images from:

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