

**Press Release Contact Information:**

simona bonati  
layoutweb  
public relation  
E-Mail: [Email us Here](mailto:bonati@layoutweb.it)  
Website: [Visit Our Website](http://www.layoutweb.it)

**Premium, clearly beautiful**

*When a profound love for glass like that of Bormioli Rocco meets the fascinating wine culture, the result is Premium, a collection of wine glasses that exalts the finest Italian and foreign labels.*

/24-7PressRelease/ - May 04, 2008 - When a profound love for glass like that of Bormioli Rocco meets the fascinating wine culture, the result is Premium, a collection of wine glasses that exalts the finest Italian and foreign labels. Produced in accordance with the strictest rules of wine tasting, Premium wine glasses make every sip of red or white wine a divinely sensual experience.

Brilliant as crystal but stronger, Premium wine glasses reveal the extraordinary color glints of the wine in an attractive play of transparency and light. The luminous gleam of these wine tasting glasses is due to the particular combination of barium and potassium oxide in the fine lead crystal that has been the keynote of the main lines of production for many years.

Premium wine glasses are a joy for the eyes and a refined pleasure for the mouth. The innovative laser cut makes the contact of the lips with the thin edge of this wine glass a delicious anticipation of the full-bodied, structured flavor of a fine Chianti or the fragrant, effervescent pleasure of a cool spumante.

From a single piece of glass, the technology of Bormioli Rocco shapes wine tasting glasses with an elongated stem and blown bowl. The result is a well-proportioned, harmonious wine tasting glass. Perfect shapes that are emblems of refined design and function. Easy maintenance, impact resistance and washability in the dishwasher distinguish Premium wine glasses, as well as the wine decanters produced by Bormioli Rocco, ideal for hotel supplies and professional service.

Bormioli Rocco combines its glassmaking art with the experience of the Italian association of sommeliers, so that choosing the right glass for the wine becomes an experience in delightful flavor.

To find out more about Premium wine glasses and other Bormioli Rocco products <http://www.bormioliroccoprofessional.com>

**Contacts:**

layoutweb, Layout Advertising Group  
Public relations department  
Simona Bonati  
E-mail: [bonati@layoutweb.it](mailto:bonati@layoutweb.it)  
<http://www.layoutweb.it>