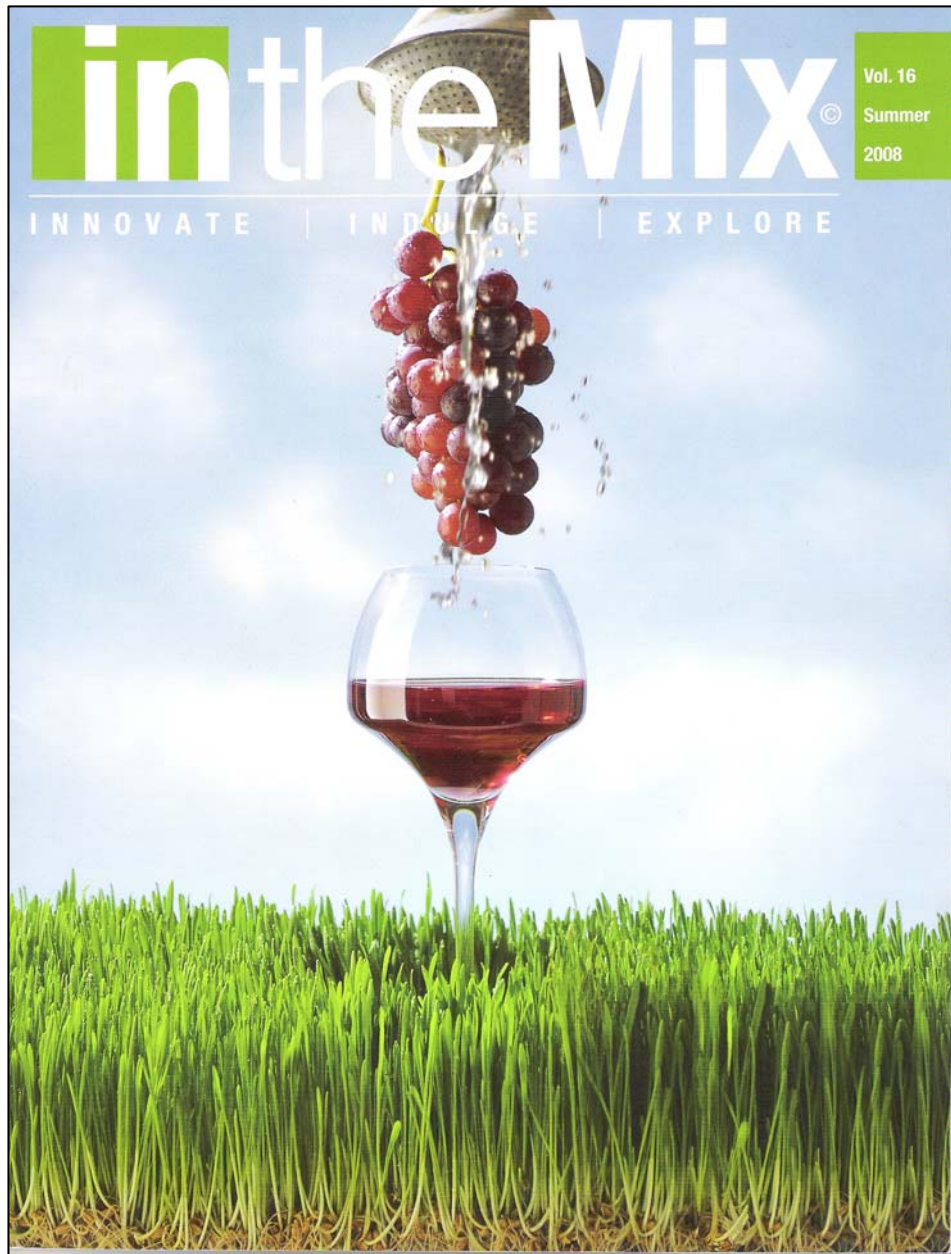


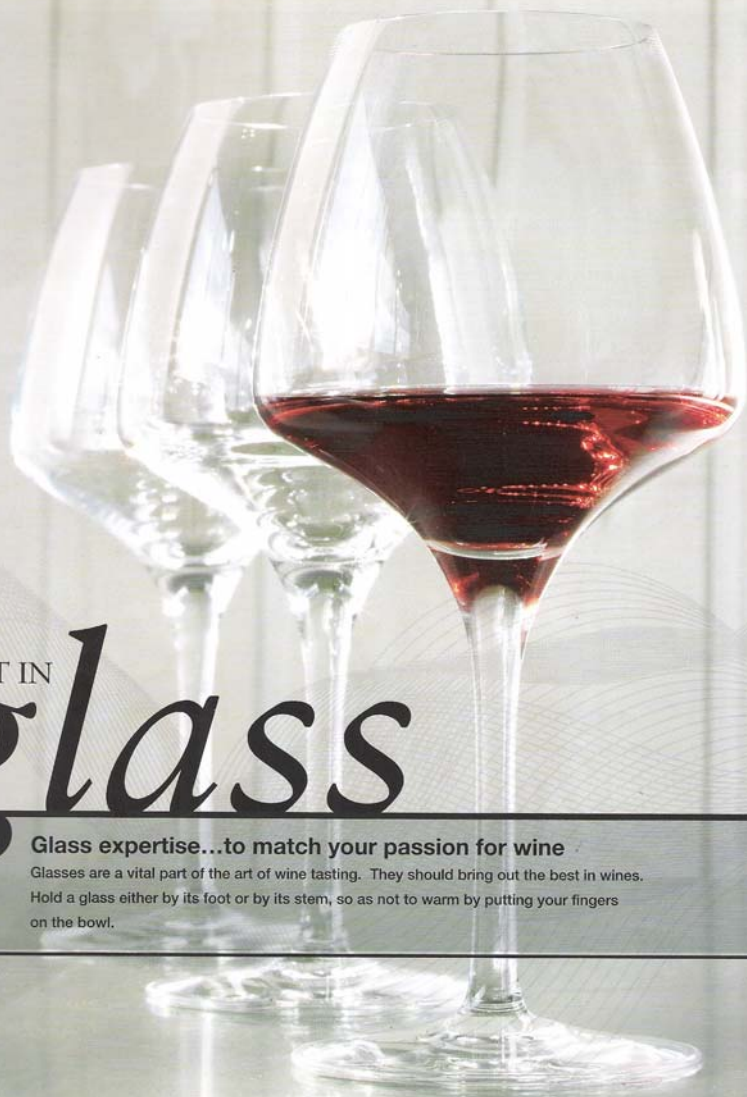
in the Mix

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2008

INNOVATE | INDULGE | EXPLORE



PROMOTIONS&EDUCATION



BEST IN

glass

Glass expertise...to match your passion for wine

Glasses are a vital part of the art of wine tasting. They should bring out the best in wines.

Hold a glass either by its foot or by its stem, so as not to warm by putting your fingers on the bowl.

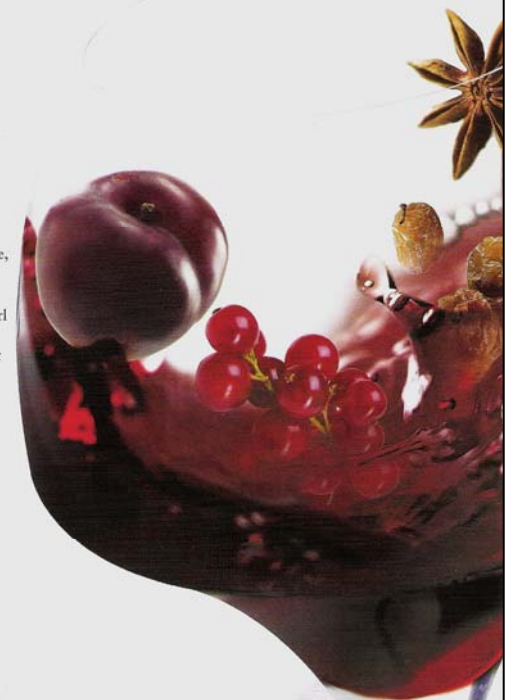
One uses all of one's senses for wine-tasting, but mainly sight, smell and taste.

SIGHT: the wine visually provides information on its type, its richness, alcohol and sugar levels, age and maturity.

SMELL: the wine is now ready to set its flavors free. Swirl the wine around in the glass, with the foot completely flat on the table, so you can detect aromas of fruit flavors, plant flavors, plant spices, and so on.

TASTE: the tongue and mouth's tasting areas process information about the basic elements of taste;

- Sweetness at the tip of the tongue
- Salt and acidity on the sides and underside of the tongue
- Bitterness at the back of the tongue



sight

smell

SWIRL THE WINE AROUND IN THE GLASS

taste

CARDINAL GLASS



revelation through glass

Chef&Sommelier has reinvented wine tasting and has innovated by re-thinking designs, glass sizes and materials.

The Shape of the side of the glass determines the balance of tastes in one's mouth. When the top of the glass opens outwards, one's head remains vertical when drinking. In this case taste buds at the tip of the tongue come into play before the others, and will detect sweetness more than other sensations. Inversely, with a more closed-in rim, one must tilt one's head back slightly when drinking the wine is directed to the back of the tongue, where taste buds tend to be more sensitive to acidity and bitterness. Thin glass rims feel nice against one's lips and direct wine properly into the mouth. A thin, elegant stem makes a glass easy to handle, and a flat base keeps it stable on the table.

The size of a glass is a factor in one's perception of a wine's various aromatic layers. One's nose must be able to take in a bouquet's full diversity: from the volatile, fruity, and floral aromas contained in the upper part of the glass, to the wood and vanilla aromas at the bottom of it.

Did you know?

The shape of the Open Up glasses creates an actual "carafe effect" because the wine is oxygenated faster.

The convex part:

(1) builds up aromas, which are then concentrated in the concave part

(2) After a few minutes in the glass, the wine's acid content is smoothed out and tannins are softened, making it possible to enjoy even the youngest wines.



the Open Up collection by Arc International

Since its creation in 1825, ARC International, recognized leader in the field of tableware, has developed a great depth of knowledge in wine stemware. Armed with its glassware experience and its desire to promote a certain French art de vivre ARC International has endeavored to anticipate the requirements of both professionals and the public. True to its mission, ARC International has created the Chef&Sommelier brand, featuring an array of innovative technologies and support from the group's research center. They reflect the Chef&Sommelier identifying characteristics: innovation, expertise and sensory pleasure.

The Durand family has owned the company for four generations and oenology has always been their primary focus. In 2004, Philippe Durand created and implemented a project using a new high technology material, dedicated to wine tasting: Kwarx®.

The Open Up collection with its revolutionary shape was the first to benefit from this technology. The glassware received the Janus de l'Industrie, a mark of recognition from the French Institute of Design, and has enjoyed tremendous commercial success.

“The advantage of the Open Up design is that it is very accessible and practical. Its dynamic shape allows the wine to oxygenate perfectly and rapidly the aromas develop in the angle and are then concentrated towards the top. It is perfect for you wines that represent the vast majority of the wines enjoyed these days.”

– Manual Peyronnet, Sommelier, Taillevent, Paris,
Best young Sommelier in France 2005



the Kwarx® Open Up stemware

is an advanced material that boasts three main features:

TRANSPARENCY – the best the world has ever seen. Transparent glasses, because they are completely colorless.

LUSTER – keeps its shiny sparkle wash after wash; maintains clarity and beauty after more than 2,000 industrial washes.

STRENGTH – it is incredibly resilient to daily wear and tear. Solidity is obtained by an invisible but very strong bond between the bases, the stems and the bowls of glasses, which results in a perfectly smooth surface, with no weak points.

Cardinal International is a leading manufacturer and marketer of glassware, flatware and dinnerware under the Chef & Sommelier, F&D, Arcoroc and Elemental brand names. Cardinal International is the US subsidiary of worldwide tabletop marketer, Arc International based in France. For more information on Cardinal International brands please call 973.628.0900 or visit online at www.cardinalglass.com.