



GRAPE  VARIETAL SPECIFIC®

Wine Glass Experience



WINE GLASS EXPERIENCE INFORMATION

Specifics

The Riedel Wine Glass Experience is an interactive, educational workshop where a Riedel Crystal Brand ambassador will demonstrate the relationship between glass shape and how it can truly affect the experience with wine.

The Experience lasts about 1 hour to 1 hour 15 minutes

Minimum attendance - 40 guests

Maximum attendance – unlimited

A minimum order of 40 tasting kits is required (pre purchased from Crystal of America)

The needed wines can be sent in to most accounts at no charge by Riedel

If wines are supplied by the host the wines must be pre-approved by Riedel

Required Varietals:

- Cabernet Sauvignon
- Pinot Noir
- Oaked Chardonnay
- Unoaked Sauvignon Blanc

8 pours per bottle are used in pre-pouring the wines

Once the event details are confirmed, the event can be listed on Riedel's social media outlets

WINE GLASS EXPERIENCE INFORMATION



VELOCE RED/WHITE TASTING SET

- Suggested Retail \$178.00
- Item number 5330/47
- EAN 9006206324231
- Cost \$85.44= 40+ sets
 - This pricing does not include freight charges
- Glasses Included:
 - 6330/0 Cabernet
 - 6330/07 Pinot Noir
 - 6330/33 Sauvignon Blanc
 - 6330/97 Chardonnay



WINE GLASS EXPERIENCE INFORMATION

performance RED/WHITE TASTING SET

- Suggested Retail \$178.00
- Item number 5884/47-19
- EAN 9006206530069
- Cost \$85.44 = 40+ sets
 - This pricing does not include freight charges
- Glasses Included:
 - 6884/0 Cabernet
 - 6884/67 Pinot Noir
 - 6884/33 Sauvignon Blanc
 - 6887/97 Chardonnay



WINE GLASS EXPERIENCE INFORMATION



RED/WHITE TASTING SET

- Suggested Retail \$178
- Item number 5123/47
- EAN 9006206531110
- Cost \$85.44 = 40+ sets
 - This pricing does not include freight charges
- Glasses Included:
 - 1234/0 Cabernet
 - 1234/67 Pinot Noir
 - 1234/33 Sauvignon Blanc
 - 1234/97 Chardonnay



WINE GLASS EXPERIENCE INFORMATION

Riedel to Provide

- Travel/Hotel/Meals/Personal Requirements of Riedel Ambassador



WINE GLASS EXPERIENCE INFORMATION

Host Partner to Provide

- Event invitation
- Private area for seated guests, set up classroom style all facing one direction, NO ROUND TABLES
- Chairs
- Spit/dump buckets
- A table (preferably a simple cocktail table set at the front of the room) where the presenter can have the same glassware setup as the guests
- Lapel microphone
- Staff to set up event and strike
- One tasting kit per attendee
- 4 each 9oz. Clear plastic Solo™ plastic cups required per attendee
- 1 bottle or glass of water (still) for each attendee
- Large ice bins/bus tubs with ice to set the temperature of the wines and water before service



WINE GLASS EXPERIENCE INFORMATION

Room Setup

- The room to be set up classroom style all facing one direction (NO ROUND TABLES)
- Tasting mats will be included in the tasting kits
- Glassware setup takes time, please allow 2-3 hours for this setup with staff
- No food or other beverage will be served or available during the tasting
- No outside food or beverage will be allowed into the tasting room
- If food or Hors D'oeuvres are part of the event, these must be served AFTER the tasting concludes. Preferable in a separate room.
- Room will be cool
- ALL WINES (reds included) to be ICED down (not simply put into a refrigerator) a minimum of 4 hours prior to the start time of the event
- All wines are pre-poured prior to the event. No seating can take place until all the wines are poured



Riedel Wine Glass Experience Checklist

3 hours before tasting

(Chill & begin setup)

- Place **Red & White** wines into ice tubs – cover to cork level
- Set tables up in seminar format
- Place table for speaker – 4' or 6'
- Set chairs at tables
- Place tablecloths on tables
- Place one tasting kit on each chair
- Place tasting mat in front of each chair
- Unpack tasting kit & place glasses on mat
- Place glasses in corresponding circles
- Place empty tasting kit on chair

1 Hour before Tasting

(Wine Prep)

- Uncork bottles of wine & test for flaws if not done already
- Replace cork and place back into ice bucket
- Add additional ice to ice bins if necessary

15 Minutes before Tasting

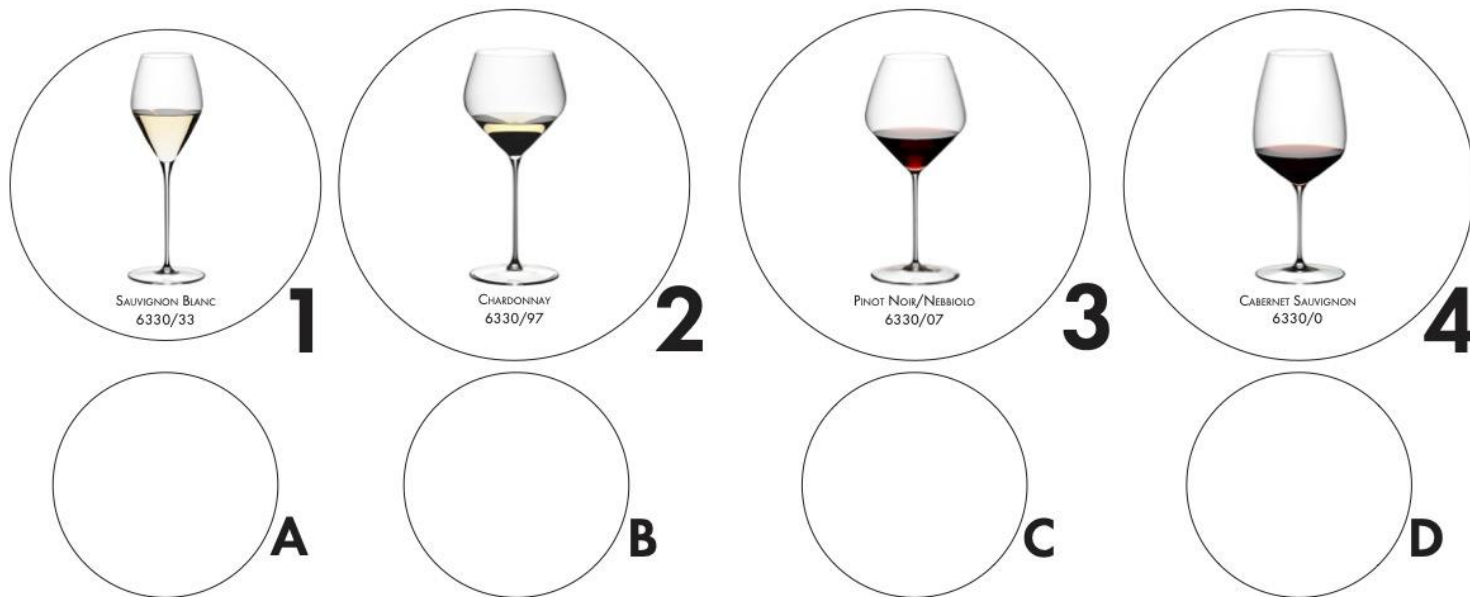
(Wine Pouring)

- Make sure 80% of guests have arrived before pouring wines
- Riedel representative will assist with pouring all wines
- No guests may be seated until all wines are poured
- No outside drinks allowed into the room



RIEDEL VELOCE IS AN IMPRESSIVE DEVELOPMENT BASED ON STATE-OF-THE-ART TECHNOLOGY FROM RIEDEL'S OWN FACTORY IN WEIDEN, GERMANY. RIEDEL WINE GLASSES ARE DEVELOPED THROUGH WORKSHOPS IN DIFFERENT SHAPES AND SIZES FOR SPECIFIC GRAPE VARIETIES. ONLY HIGHLY ADVANCED MACHINE PRODUCTION CAN GUARANTEE SUCH PRECISE AND FUNCTIONAL GLASS DESIGN LANGUAGE, IN HARMONY WITH THE RESPECTIVE PROFILE OF GRAPE VARIETY.

DISHWASHER SAFE • GRAPE VARIETAL SPECIFIC • MACHINE-BLOWN IN GERMANY • WINE NAME ENGRAVED ON BASE • FINE, LIGHT & PERFECTLY BALANCED • DEVELOPED IN A SENSORY WORKSHOP • CRYSTAL GLASS • DESIGNED FOR OPTIMAL WINE ENJOYMENT





performance



With three generations of research, development and experience in creating wine specific glassware Georg Riedel & Maximilian J. Riedel have created Performance; the new ultimate loudspeaker for fine wine. Lightweight, durable and dishwasher-safe, Performance glasses are executed in sparkling fine crystal, and feature long fine stems and large stable bases. Performance's unique

optic impact not only adds a pleasing visual aspect to the bowl, but also increases the inner surface area, allowing the wine to open up and to fully show every aroma and subtle nuance. The grape varietal specific shapes in Performance, when combined with the **optic impact**, deliver ultimate wine enjoyment, making Performance the new essential 'must-have' wine glass collection for all wine-lovers.



For perfect glass care, Riedel exclusively recommends using Miele dishwashers. Miele dishwashers ensure the long lasting brilliance of your fine Riedel glassware. For more information, visit www.mieleglasscare.com



Enjoy wine responsibly.
WWW.RIEDEL.COM



DON'T DRINK AND DRIVE



“RIEDEL WINEWINGS – LET YOUR WINE TAKE FLIGHT”
IF YOUR WINE COULD CHOOSE A GLASS, IT WOULD BE RIEDEL!

RIEDEL.COM/EN/WINEWINGS

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Please note the Prop 65 warning on the following page must be printed and on display during your event.

Please take special note of the below statement which was added to the 2023 letter from the International Crystal Federation.

“Leaded Crystal Products” requiring Proposition 65 warnings were previously defined by the California Attorney General’s Office and San Francisco Superior Court as all crystal products containing any lead.

₂ While their enforcement has largely focused on traditional lead crystal, bounty hunters have contended that even “no lead/lead free” crystal or crystalline drinkware products that present exposures to lead at a detection level as low as 2 parts per billion necessitate Proposition 65 warnings.

PROP 65 WARNING

Consuming foods or beverages that have been kept or served in leaded crystal products or handling products made of leaded crystal will expose you to lead — a chemical known to the State of California to cause birth defects or other reproductive harm.

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RIEDEL VELOCE





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