

## FOR IMMEDIATE RELEASE

### **Bormioli Rocco and Steelite International Introduce the New InAlto Stemware Collection at the National Restaurant Association Show**

*New Collection Combines Elegance and Durability*

(New York, NY May 14, 2014) –Steelite International, a world leading supplier of tabletop products to the hospitality industry, will proudly unveil the new InAlto Stemware Collection by Bormioli Rocco at the National Restaurant Association Show this weekend. Bormioli Rocco takes design, style and quality to new heights with this new collection designed to meet the standard of elegance and durability demanded in the hospitality industry.

The chic collection features a unique bowl shape that mixes the traditional classic rounded basin with contemporary tapered lines. It features a long, linear pulled stem with excellent weight distribution to improve the consumer's experience of fine wine. The collection includes two red wine glasses, two white wine glasses, a flute and a stemless wine glass. Each glass is made using Star Glass, Bormioli Rocco's unique non-lead lightweight glass to ensure the highest degree of clarity, transparency and shine.

To increase the collection's durability, Bormioli Rocco adds its exclusive Extra Lasting Treatment (XLT) to protect and strengthen the stem, the part of the glass most prone to breakage. The treatment is applied when the temperature of the glass is still hot, forming an invisible protective layer on the glass surface that will not wear off over time. This protective layer prevents tiny fractures and scratches (the main culprits of breakage in the hospitality industry) from forming on the stem, making the stemware extremely durable without compromising its aesthetic quality.

The name of the collection, InAlto, is derived from the Italian phrase "In alto i calici," which translates to "Raise your glasses," a popular toast in Italy. Designed in collaboration with Aldo Cibic, a world renowned Italian designer and teacher, InAlto embodies the finest Italian design and elegance.

Cutting edge design, attention to detail, the perfect clarity of Star Glass and the resilience of XLT are the main ingredients of InAlto, created specifically for the most prestigious restaurants and hotels.

The InAlto Stemware Collection, along with more new product introductions from Bormioli Rocco, will be on display in the Steelite International display booth #7219 during the National Restaurant Association Show at the McCormick Center in Chicago from May 17-20. The InAlto collection will be available in July 2014.

#### **About Bormioli Rocco**

Bormioli Rocco, founded in Italy in 1825, is a pioneer of Italian stemware, drinkware and food storage products. Bormioli Rocco uses the finest natural resources to create superior glass and plastic products for restaurants, businesses and homes around the world. With widespread presence across the retail and foodservice channels, Bormioli Rocco offers an extensive range of products, from stemware to barware, bottles, dinnerware, food storage and canning jars. To learn more, please visit <http://www.bormioliroccousa.com/>.

Bormioli Rocco is sold to the hospitality channel exclusively through Steelite International. Please visit <http://us.steelite.com/> for more information.

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