



OVER 265 YEARS & 11 GENERATIONS

RIEDEL

THE WINE GLASS COMPANY

In 2021, RIEDEL celebrates a momentous occasion: 265 years as a family-owned glassware business.

The RIEDEL brand revolutionized the world of glassware when Claus J. Riedel, 9th generation, designed the first collection of wine-friendly stemware in 1974. This masterpiece series, "Sommeliers", set a precedent for the future of glass design.

Georg J. Riedel, 10th generation, evolved his father's research when he introduced RIEDEL Sensory Workshops as a method of testing and refining their products with the help of master sommeliers and winemakers. Georg introduced the world's first collection of grape varietal specific glassware in 1986, Vinum. These glasses work with wine's DNA to show more depth and better balance.

Maximilian Riedel, 11th generation, took over as CEO in 2014 and has continued to evolve the brand for the modern drinker. From the introduction of the O Series to his original collection series of functional decanters, Maximilian strives to build upon the incredible legacy of his family. His latest foray is into the world of cocktails, expanding the ingenuity of RIEDEL beyond wine.

Innovative and ever-evolving, RIEDEL continues to lead the charge on modern, functional glassware.

SHAPES & PLEASURE

Stemware consists of 3 parts: the bowl, stem and base. The height of the stem and the width of the base are part of the glass design (known as the architecture). Grape varietal specific stemware features finely tuned glass bowls consisting of 3 variables: shape, size and rim diameter; to translate the "message" of wine to the human senses.

"MESSAGE" OF WINE

4 SENSATIONS IN WINE

Bouquet

Grape varietal specific stemware is responsible for delivering the quality and intensity of the wine's aroma.

Texture

Grape varietal specific stemware highlights the exciting and diverse styles of "mouthfeel" in wine (watery, creamy, silky, velvety).

Flavour

Grape varietal specific stemware creates a balanced interaction between the fruit, minerality, acidity and bitter components of a wine.

Finish

Grape varietal specific stemware offers a pleasant, seamless, harmonious, and long-lasting aftertaste.

THE CONTENT DETERMINES THE SHAPE

WHY SHAPE MATTERS

When developing a glass, RIEDEL's design ideas are not born on a drawing board, but shaped by trial and error with the help and support of the world's greatest palates. A person interested in wine is led by color, bouquet and taste, but often the glass is not considered as an instrument to convey the wine's message. Over the years, RIEDEL has acquired some interesting scientific explanations as to why the shape of a glass influences the bouquet and taste of alcoholic beverages. The first discovery was made while enjoying wine. The same wine displayed completely differently characteristics when served in a variety of glasses. The differences were so great that experienced connoisseurs were made to believe that they were tasting different wines. The grape variety is the key factor in determining the relationship between fruit, acidity, tannin and alcohol. As the next step, RIEDEL was able to create shapes in which the wine, vinified from specific grape varieties, seemed to improve. We started to recognize the complex role that size and shape play in conveying the message of a fine wine.

WHITE WINE, ROSÉ WINE & RED WINE

WINE COLOURS

The colours of the wine can vary strongly depending on age, concentration and winemaking techniques. The grapes and wines below often, but not always, exhibit the listed colours. Generally speaking, younger red wines tend to be violet and purple in colour, while more mature red wines tend to be a rich garnet colour.

FEEL YOUR WINE

AROMAS & FLAVOURS

Aromas imparted by the grapes

These aromas derive directly from the grapes; immediately after bottling, they typically dominate the flavor of the young wine. Eventually, these fruit aromas give way to or are complemented by mature aromas.

Aromas imparted by bottle age

New aroma structures develop over time as the wine matures in the bottle, thereby enriching the mature wine's flavor. Mature aromas start to dominate after the wine has peaked and can eventually cause the wine to seem tired. Some wines do not age well and should be drunk when young.

Aromas imparted by vinification

The winemaker can heavily influence the wine's flavor by the use of steel tanks, wooden casks or barriques (small wood barrels). This is dependent on the intensity of the use, the age of the wine, and the level of the toasting (roasting of wood barrels over fire). Various aromas from vanilla to caramel may be imparted to the wine. Furthermore, stirring of the yeast cells may impart yeasty or buttery aromas. These vinification aromas can become either complementary or dominant in the finished wine.

WE CELEBRATE WINE

TASTE OF WINE

Take a sip and keep it in your mouth. Pay attention to the wine's initial impact, mouthfeel and finish. To intensify the tasting you can chew the wine (causing the tannins to emerge) or you can take in some air with your lips slightly open (causing sealed aromas to open up). Again, the aroma wheel can help you in identifying the wine's aromas. Should you taste a series of wines, spit the samples out (this reduces the negative effect the alcohol has on your tasting abilities). To neutralize your palate you can simply drink some water. Do not eat any bread while tasting wine since this will significantly affect your sense of taste.

RIEDEL BAR DRINK SPECIFIC GLASSWARE

RIEDEL INTRODUCES THE RIEDEL BAR DRINK SPECIFIC GLASSWARE COLLECTION

All drinks can be traced back to 7 Classics. The Old Fashioned, Manhattan, Daiquiri, Sour, Peasant, Buck and Julep. With the six glasses you will be able to make thousands of drinks based off those original 7 Classics.

Continually innovative and at the forefront of design, Riedel presents the RIEDEL BAR DRINK SPECIFIC GLASSWARE collection, made in collaboration with spirits specialist Zane Harris, known for his mixology at cocktail meccas including Dutch Kills, Maison Premiere, and Rob Roy. This new collection answers the need for cocktail-specific glassware with six glasses perfected for thousands of cocktails.

