



ZWIESEL FORTESSA

PRESS RELEASE

ZWIESEL FORTESSA: Global market leader with gold status in sustainable corporate management



ZWIESEL FORTESSA has been the undisputed "world market leader for upscale hotels and restaurants" since 2017. This year, the company also received the gold award at the Best Business Award for sustainable corporate management. (Photo: Zwiesel Fortessa)

November 2025. A strong sign in a time of change: ZWIESEL FORTESSA can look forward to two new awards at the end of the year. For the tenth time in a row, the traditional Bavarian company has been confirmed as the global market leader in crystal glass for the upscale hotel sector and gastronomy. The company also received the Best Business Award in gold for sustainable corporate management. Both awards cement its leading role and mark a symbolic milestone in the company's transformation from a traditional drinking glass manufacturer to a provider for the set table.

For more than 150 years, ZWIESEL FORTESSA has been producing exceptional glassware of the highest quality, whose special sound can be heard at a wide variety of occasions around the world. Up to 60 million glasses leave the company every year to create extraordinary experiences of enjoyment and community. In the premium segment of the glass industry, the combination of its own glass manufacturing facility – one of the largest and best in the world – and the largest machine production facility in Germany is unique. All this makes ZWIESEL FORTESSA a global market leader! This was recently confirmed by the business magazine

"WirtschaftsWoche" and the renowned Swiss University of St. Gallen. In their joint survey, ZWIESEL FORTESSA once again asserted itself as the "world market leader champion" in the "crystal glass for the upscale hotel sector and gastronomy" category for the year 2026. This is the tenth consecutive time that the glass manufacturer from the Bavarian Forest has received this award. The "anniversary award" comes in a very special year for ZWIESEL FORTESSA: on October 1, the long-established company from the Bavarian Forest began a new chapter in its more than 150-year history. With the change of name to ZWIESEL FORTESSA, the company is combining its glass and tabletop expertise under a name that stands globally for quality, consistency, and sustainability. The portfolio ranges from premium glassware, cutlery, and porcelain to concepts and solutions for customers in the consumer and professional sectors.

"The fact that we have now been recognized as the global market leader for the tenth year in a row is much more than just recognition of our achievements – it is an emotional milestone for all of us," says company owner and CEO Prof. Dr. Andreas Buske. "The award not only confirms our commitment to acting responsibly and with an eye to the future, but also our courage to embrace change. Zwiesel Kristallglas has become ZWIESEL FORTESSA – a modern company that is growing from strong roots and looking clearly ahead." This is the ideal foundation for setting an even more ambitious goal: to become the "global market leader for tableware."

"Best Business Award for Sustainable Corporate Management" (BBA) in gold

The "Best Business Award for Sustainable Corporate Management," now in its 25th year, is one of the oldest awards for sustainable corporate management in Europe. It honors companies that combine economic success with ecological responsibility and social commitment. ZWIESEL FORTESSA impressed the jury with its deeply rooted sustainability strategies – from resource-saving production processes and energy-efficient technologies to a strong focus on employee development and regional value creation. With this gold award, the company not only underscores its leading role in the glass industry, but also sends a clear signal for sustainable corporate management in international competition.

"This award is an incentive to continue on the path we have chosen – with passion, responsibility, and the firm conviction that sustainable business practices and entrepreneurial success are inseparable," says board member Kathrin Strous.

About ZWIESEL FORTESSA

ZWIESEL FORTESSA is a leading international company in the field of high-quality tableware, which was formed in 2022 from the acquisition of the US company Fortessa Tableware Solutions by Zwiesel Kristallglas AG. The company combines over 150 years of glassmaking expertise and craftsmanship from Zwiesel with the innovative strength and tabletop expertise gained from more than 30 years of Fortessa history in the USA. With a comprehensive range of high-quality glassware, tableware, and cutlery, ZWIESEL FORTESSA bridges the gap between traditional craftsmanship and modern food and beverage trends, offering tailor-made solutions for professional hosts and private connoisseurs. In addition to Zwiesel Glas, Schott Zwiesel, and Fortessa, the luxury glass brand Eisch has also been part of the portfolio since October 2025. The concept provider inspires customers around the world to create unique table designs and unforgettable moments – true to the motto: **the table is yours**. ZWIESEL FORTESSA aims to become the world's leading address for high-quality tableware – both in the professional and private sectors.

With sales of €214.5 million and over 1,000 employees, ZWIESEL FORTESSA has already established itself as one of the world's leading tabletop companies in the high-end segment – and has been the undisputed global market leader in crystal glass since 2017. ZWIESEL FORTESSA focuses on resource-saving production processes and innovative technologies such as Tritan® glass, which ensures durable and environmentally friendly products.

Further information can be found at www.zwieselfortessa.com

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