



ZWIESEL
GLAS

PRESS RELEASE

The best of their kind – Zwiesel Glas brings top partners together at the First Partner Day in Zwiesel



The elite of German culinary arts and winemaking gathered in Zwiesel for Zwiesel Glas's first partner day. (Photo: Peter Bender / Zwiesel Glas)

May 2025. For more than 150 years, Zwiesel Glas has stood for masterful glassmaking tradition from the Bavarian Forest. Among the international clients of the company are the world's only 7-star hotel, "Burj al Arab" (Dubai), as well as renowned 5-star hotels like "Raffles" (Doha) and "The Peninsula" (Hong Kong). And this is no coincidence: true quality is not only defined by excellent products but also by the people who work with them. Zwiesel Glas is particularly proud to collaborate with renowned top chefs, award-winning winemakers, celebrated mixologists, and leading hotels worldwide. These partnerships reflect a



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shared commitment to uncompromising quality, artisanal perfection, and a refined sense of aesthetics. Those who work with Zwiesel Glas are not just part of the global elite – they actively shape it.

A select group of partners has now accepted the invitation to the first Partner Day at the headquarters in the Bavarian Forest. This exclusive event was dedicated to the art of the laid table – an elegant stage where the harmony of glass, porcelain, cutlery, and hospitality comes to life. Among the guests were Michelin-starred chefs Jan Hartwig (***), Edip Sigl (***), Tim Raue (**), Oliver Röder (*), Anton Schmaus (*), Sascha Stemberg (*), and celebrity chef Christoph Brand, as well as top winemakers such as Jochen Dreissigacker, Juliane Eller, and Stefan Winter.

Company owner Prof. Andreas Buske personally welcomed the "crème de la crème" of the German gastronomy and wine scene: "We are proud to collaborate with all of you. We share a passion for quality, innovation, perfection, and hospitality. You are not just our clients but also our inspiration. Your expertise, creativity, and passion drive us to continuously improve and explore new paths."

Zwiesel Glas has already established itself as the global market leader in high-quality crystal glassware. The company's current goal is to evolve into a concept provider and become the premier destination for the complete table setting. This ambition was set in motion at the end of 2022 with the acquisition of its long-standing U.S. partner, Fortessa Tableware Solutions. Since then, the company has operated globally under the name Zwiesel Fortessa Group. Fortessa is renowned for its exceptional design diversity in tableware, cutlery, and accessories. "Our goal is clear: we want to shape the entire table setting – on a global scale," outlined Prof. Buske, sharing his vision.

The Partner Day is not only a commitment to growth but also, and especially, to Zwiesel itself – the heart of the internationally operating group. It is here that both mouth-blown handcrafted glasses are made and up to 60 million machine-made glasses are produced annually. This makes Zwiesel Glas the largest glass manufacturer in Germany.



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During a production tour of both the handcrafted and machine-made glass facilities, the partners had the opportunity to experience firsthand where their favorite glasses are made. The delicate craftsmanship of glassmaking became especially clear to them when they were invited to try their hand at blowing a glass sphere themselves.

The guests' expertise also came into play on a sensory level: during the "Wine Talk" with Jochen Dreissigacker, Juliane Eller, Stefan Winter, VDP Managing Director Theresa Olkus, and sommelier Katharina Röder, they discussed how the right glass can significantly shape the character of a wine.

The Partner Day also marked the opening of the new showroom, where business clients will be able to experience the complete Zwiesel Fortessa portfolio starting at the end of May. In addition to glass products from Zwiesel Glas and Schott Zwiesel, the showroom will feature cutlery and porcelain from Fortessa, as well as table mats and glass coasters from daff.

A special highlight took place in the evening: Lucki Maurer, a local hero and long-time companion of Zwiesel Glas, hosted his famous "Kitchen Party" at his venue, "Stoi." His declared goal: "To showcase what Lower Bavaria has to offer." A particularly delightful aspect was that guests could actively experience the vision of the table setting at "Stoi," as the location was fully equipped with Zwiesel Fortessa products.

What Lower Bavaria has to offer was demonstrated not only by Lucki Maurer but also by regional rising star Julia Pöhls-Zaglauer. She delighted guests during the day in Zwiesel, using exclusively ingredients sourced from Lower Bavaria for her dishes. Moritz Oswald from the Butter Boyz contributed locally produced butter, while the bread was provided by Christian Philipps, also from the region.

The conclusion of the Partner Day: When the best come together, more than just an event is created – a shared understanding of excellence and hospitality emerges. And this understanding has its roots in the glassmaking heart of Germany: in Zwiesel.



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About Zwiesel Glas

For more than 150 years, Zwiesel Glas has stood for passion and uncompromising quality in glass. At the main site in Zwiesel and the glass factory in Hungary, around 800 employees produce up to 60 million crystal glasses with a distinctive sound every year.

Zwiesel Glas joined forces with the US company Fortessa Tableware Solutions to not only provide the tables of this world with perfect glasses in the future, but also with matching cutlery and porcelain. The resulting Zwiesel Fortessa Group is a global leader in the tableware sector. Its portfolio ranges from premium glasses, cutlery and porcelain to concepts and solutions for customers in the consumer and professional sectors. Together, the group generated a turnover of 214,5 million euros with more than 1000 employees.

In 2024, Zwiesel Glass once again received the German Brand Award for excellent brand management. On this basis, it is consistently driving forward the expansion of the professional sector and the rollout of its two-brand strategy, as well as the consumer and high-quality brand business. In 2025, the glass manufacturer was named "World Market Leader Champion" in the "Crystal Glass for the Upscale Hotel and Restaurant Industry" segment for the ninth year in a row. With such a title comes great responsibility. Zwiesel Glas continuously tests its raw materials for origin and quality and relies on resource-saving production processes. The glass type Tritan® enables brilliant and durable products – and thus ensures particularly high sustainability.

For more information, please see www.zwiesel-glas.com/en and www.zwiesel-fortessa-group.com

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