



ZWIESEL
GLAS

PRESS RELEASE

Sven Stockinger appointed Chief Sales Officer of the Zwiesel Fortessa Group

September 2025. Zwiesel Kristallglas AG is pleased to announce the appointment of Sven Stockinger as Chief Sales Officer (CSO) of the Zwiesel Fortessa Group. Stockinger will take up his new position on October 1, 2025, assuming strategic sales responsibility for the internationally active group; he will focus particularly on driving sales in the EMEA and APAC markets.



Company owner Prof. Andreas Buske (left) congratulates Sven Stockinger on his new position as Chief Sales Officer of Zwiesel Fortessa Group. (Photo: Zwiesel Glas)



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With this decision, the company is underscoring its commitment to continuously developing and promoting its own talent and to filling management positions in top management primarily with experienced personnel from within its own ranks. Sven Stockinger has been with the company for almost 20 years, focusing on management tasks in sales, including as head of the HoReCa division for Zwiesel Kristallglas AG and, most recently, as managing director of the subsidiary United Tables by Zwiesel.

In his previous roles, Stockinger has provided sustainable impetus with his expertise and innovative ideas and has contributed significantly to the company's successful development into a leading global supplier in the tabletop sector.

"With Sven Stockinger, a proven industry expert and long-standing companion is taking on the key role of CSO. His appointment symbolizes our philosophy of offering employees opportunities for development and shaping the future together," says company owner Prof. Andreas Buske. "We are convinced that he will successfully continue to shape the growth course of the Zwiesel Fortessa Group by combining continuity with new ideas."

Sven Stockinger is looking forward to his new role as Chief Sales Officer: "It is a great honor and pleasure for me to continue the successful path of the Zwiesel Fortessa Group and to further expand the presence of our brands worldwide together with our dedicated team. The strong roots in the company and the resulting knowledge of markets and processes are the best basis for me to set innovative sales impulses."

With this personnel decision, the Zwiesel Fortessa Group is reaffirming its commitment to combining tradition and innovation in the spirit of sustainable corporate development.



ZWIESEL GLAS

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

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