



A Brand Evolution in 2011

Evolution is defined as a process of change in a certain direction, development, expansion, growth, progress or progression.

Announcing an exciting Evolution in our top selling brands, CHEF & SOMMELIER and ARCOROC. As of June 1, 2011, all of our glassware made of Kwarx® material will be sold under the Chef & Sommelier brand. Kwarx is a revolutionary glass material created specifically to give sheer rim glassware extreme strength and durability against chipping, breakage and scratching.

The enhancements to our product portfolio are designed to strengthen the positioning of the Chef & Sommelier and Arcoroc brands worldwide. We now offer a complete wine tasting and beverage collection from Chef & Sommelier. With a variety of price points, shapes and capacities, we will reach a broader, more diverse group. Our ultimate goal is vast coverage of the market segment of Wine Enjoyment for Food Service Professionals. Rest assured, we've got something for everyone!

For more information or to order samples, please contact your Cardinal sales rep or call 973-628-0900 or email sales@arc-intl.com



Cabernet Sheer Tumblers
Available in four capacities



Millesime Stemware
Available in six capacities



Manufactured from our patented Kwarx® technology to ensure clarity, durability, and brilliance.