

WHAT ARE THE ATTRIBUTES OF THE PERFECT UNIVERSAL WINE GLASS

WEINAKADEMIKER DIPLOMA – UNIT 7 THESIS

ABSTRACT

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MOTIVATION FOR CHOOSING THE SUBJECT

I always had an unexplainable enthusiasm for crystalware, and mostly for the special beer, spirit or wine glasses. Together with my strong interest and studies in wines, my passion have turned towards the finest crystal wine goblets. I consider them as pieces of art. Sometimes I just have a glass of wine to be able to use a perfect handcrafted stem. My diploma topic could not be written about other than professional wine glasses.

OBJECTIVE OF THE THESIS

Using the right wine glass on wine tastings and in the gastronomy is an infinite topic. Companies put incredible effort to create new product lines, and special glasses for every type of wine, or to find the best universal solution. But there are still people who do not believe in the importance of the right goblets.

On wine tastings or in small fine dining restaurants there are no possibilities to provide vast range of glasses. Usually one or two universal ones are being used. There are very successful companies produce only a few different or just one universal wine glass, but others are present with a whole selection. Recently one of the iconic characters of the wine world Jancis Robinson MW in cooperation with Richard Brendon also introduced their universal solution, so already, several different universal glasses are on the market to be examined.

How the glass influences the wine perception? Is it possible to make a good universal glass? Why the ISO/INAO glass, not favorable anymore? When we are talking about universal, we should speak about one glass, or an assortment? Can a universal glass provide the perfect drinking pleasure? Marketing or science has bigger influence in designing?

STRUCTURE OF THE THESIS

Section 1: Introduction and history

- The objective and the question of the thesis
- Short history of the drinking vessels
- History of the wine glasses

Section 2: General information about wine glasses

- Materials, technologies and main components of the glass
- The wine glass making process
- How wine glass manufactured from design to production
- Concerns

Section 3: How the glass shape influences the perception of the wines

- Scientific researches, how glass shapes influence the nose and the palate
- Subjective, and personal opinions about wine aromas influenced by glass shapes
- The role of the science and engineering in glass production and designing

Section 4: The attributes of a good “universal” stem and differences in styles

- Past of the ISO glass and the universal glasses?
- The currently available deliberately “universal” glasses, and the other wine specific glasses provided on important tastings.
- What are the essential attributes of the “universal” glasses?
- Is it possible to produce a perfect “universal” glass that is equally well perform everywhere?

Section 5: The role of the marketing

- How marketing influences the glass design?
- Is marketing or science has more influence?

Section 6: General user opinions about the “universal” glasses

- The general opinion about the “universal” and other wine glasses

Section 7: The possible future of the “universal” glasses

- What is the most important for the manufacturers in the future?
- What are the new ideas in shapes, directions, technologies, and materials in the future?
- Sustainability, and environment

Section 8: Conclusion

- Is the perfect “universal” glass exist?

Section 9: Appendix

- Personal commentary for: How marketing influences the glass design?

Section 10: Bibliography

PROPOSED SOURCES

Personal discussions and e-mail communication with representatives and experts in glass industry, sommeliers, event organizers, and restaurants. Information from the internet on subject-specific websites, magazines, journals and books. Academic researches.