

PRESS RELEASE

New Double Old Fashioned Memento Originale

The **Maison&Objet** event in **September**, held during **Paris Design Weeks**, is the perfect occasion to preview the **new Double Old Fashioned Memento Originale** cocktail glass, which will be available in stores from December. The Memento novelty for Christmas!



The iconic Memento Originale glass, handcrafted from glass paste and characterized by its distinctive bubbles, is now available in the new Double Old Fashioned shape in 15 colors: **Avio, Blue, Deep Blue, Emerald, Jade, Lavander, Light Blue, Lime, Orange, Petrol, Pink, Red, Turquoise, White Transparent, Yellow Transparent.**

Once again, Paris is the showcase chosen by Zani Serafino to internationally launch the latest innovations of the Memento brand, a reference point in the world of colored glassware and tableware.

Following the success of Memento Table, the new collection of hand-painted ceramic plates made in Italy, it's now time for the glass, crafted with artisanal blowing techniques, that gives each piece that uniqueness and personality that is the unmistakable signature of the Memento brand.

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A unique creative process that, through the liveliness of the bubbles, captures the absence of color and matter, giving the glass that distinctive and original aesthetic dimension.

A perfect balance between color, beauty, artisanal craftsmanship, creativity, and practicality, the **new Double Old Fashioned cocktail glass** is designed for both the general public and industry professionals who can enrich their creations with the **Memento Originale** experience, thus enhancing every convivial moment.

A symbol of the cocktail world and drinking culture, especially for drinks served "on the rocks," the Double Old Fashioned glass has deep roots in American culture and **mixology**. In fact, it takes its name from the Old Fashioned, one of the first recognized and codified cocktails in history, dating back to 1806. Made with whiskey, sugar, Angostura bitters, and ice, it was originally served in the eponymous (smaller) glass, but over time, the Double version became common: more space for ice and ingredients.

Since then, the cocktail world has evolved, but the Double Old Fashioned glass has remained a timeless classic. Initially a symbol of refinement and masculinity, it has now become central to the pop culture of the aperitif ritual. **American, Negroni, Negroni Sbagliato, Milano Torino, Gin Tonic, Mojito**, and various **Spritz**, but also much more... Its wide shape is perfect for adding large ice cubes, maintaining the ideal temperature and the flavor without overly diluting the drink!

With its roots in tradition, the Original Double Old Fashioned Memento glass perfectly adapts to the most refined settings and **cocktails**, but with its colors, it adds that touch of liveliness and style to cocktail time! A Double Old Fashioned Memento Originale glass is a way to enhance the aesthetic of the drink, even the most iconic and appreciated ones. Here are some examples of pairings, but these are just some of the cocktails that are best served in a **colorful glass**:

AVIO -> MOSCOW MULE

- Vodka, ginger beer, lime juice, ice, lime slice, and mint leaves for garnish. Even though traditionally served in a copper mug, the Moscow Mule can be presented in a colorful Double Old Fashioned glass for a more contemporary look.

BLUE V -> GIN FIZZ

- Gin, fresh lemon juice, sugar syrup, soda, egg white (optional), ice. Gin Fizz is an effervescent cocktail with a white foam that stands out in a colorful glass, especially if you add a touch of food coloring for a creative version.

DEEP BLUE -> SEA BREEZE

- Vodka, cranberry juice, grapefruit juice, ice, lime slice for garnish. The Sea Breeze is a fresh and fruity cocktail with a pinkish color that contrasts beautifully with a blue glass, making the drink visually interesting and inviting.

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EMERALD -> MAI TAI

- Light rum, dark rum, orange curaçao, orgeat syrup, fresh lime juice, ice, fresh mint, and pineapple slice for garnish. This classic tiki cocktail is known for its complexity of flavors and tropical colors ranging from orange to brown. A colorful glass adds an extra exotic element.

JADE -> AMARETTO SOUR / WHISKEY SOUR

- Amaretto/Bourbon, fresh lemon juice, sugar syrup, egg white (optional), ice, maraschino cherry, and lemon slice for garnish. This sweet and sour cocktail has a light amber color that pairs beautifully with a colorful glass. The Amaretto Sour is a drink that combines simplicity and flavor into a pleasant tasting experience. The Whiskey Sour is equally fresh and tangy, with a creamy foam if using egg white that perfectly balances the robustness of the whiskey.

LAVANDER -> FRENCH 75

- Gin, fresh lemon juice, powdered sugar, Champagne, ice, lemon zest for garnish. A classic and sophisticated cocktail, the French 75 has a golden hue that looks splendid in a colorful glass, adding a touch of elegance to the presentation.

LIGHT BLUE -> APEROL SPRITZ

- Aperol, Prosecco, soda, ice, orange slice. The Aperol Spritz with its characteristic vibrant orange color is perfect for being served in a colorful glass, especially for a classy touch during an aperitif.

LIME -> TOMMY'S MARGARITA

- Tequila, fresh lime juice, agave syrup, ice, lime slice for garnish. This twist on the classic Margarita has a light green color that contrasts nicely with a colorful glass. It's a simple yet bold and refreshing drink.

ORANGE -> NEGRONI SBAGLIATO

- Sweet Red Vermouth, Campari, Prosecco, ice, orange peel. This twist on the classic Negroni with the addition of Prosecco instead of gin has a beautiful red-orange color that stands out in a colorful glass. The bubbles from the Prosecco add a touch of elegance.

PETROL -> MINT JULEP

- Bourbon, sugar, fresh mint leaves, crushed ice, splash of soda. Although traditionally served in a silver cup, the Mint Julep can also be served in a Double Old Fashioned. It's a refreshing cocktail perfect for hot days.

PINK -> COSMOPOLITAN

- Vodka, Cointreau, cranberry juice, fresh lime juice, ice. With its bright pink color, the Cosmopolitan presents beautifully in a colorful glass, adding a touch of glamour to this classic cocktail.

RED -> PISCO SOUR

- Pisco, lime juice, sugar syrup, egg white, Angostura bitters, ice. This South American cocktail has a lovely white foam that contrasts magnificently with a colorful glass.

TURQUOISE -> PALOMA

- Tequila, grapefruit juice, grapefruit soda, fresh lime juice, sugar syrup (optional), ice, lime or grapefruit slice for garnish. The Paloma is a refreshing and slightly sparkling cocktail with a light pink color that stands out beautifully in a colorful glass. It's an alternative to the classic Margarita and perfect for summer.

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WHITE TRANSPARENT -> TEQUILA SUNRISE

- Tequila, orange juice, grenadine, ice. The Tequila Sunrise is a visually stunning cocktail with layers of orange and red that resemble a sunrise. A colorful glass can further accentuate this chromatic effect.

YELLOW TRANSPARENT -> BLUE LAGOON

- Vodka, blue curaçao, lemon juice, ice, cherry for garnish. A vibrant cocktail with a bright blue color that contrasts beautifully with a colorful glass, especially if the glass has complementary tones like orange or yellow.

These cocktails are perfect for being served in a colorful and captivating Double Old Fashioned glass, where the reflections and the sturdiness of the glass, along with its capacity, enhance the sensory experience of the drink.

And there's more: **Caipirinha, Caipiroska, Old Fashioned, Sazerac, Negroni, Boulevardier, Vieux Carré, Rusty Nail, White Russian, Midori Sour, Purple Rain, Blue Hawaii, Aviation, Rum Punch...** but also **Rum, Whiskey** on the rocks... not to mention **Virgin Mojito** and all the most sought-after **non-alcoholic drinks**—there's no limit to creativity.

And **what about Gin Tonic?** For Churchill, "It has saved more lives and minds than all the doctors of the Empire!" A colorful glass can only add a captivating visual element and improve the entire tasting experience! How? Colors can influence the perception of flavor and mood.

The search for the most aromatic and particular Gin with the perfect mix of botanicals, the right tonic water to enhance its aroma, the perfect garnish... pepper, cucumber, berries, citrus, or cardamom... a true connoisseur cannot afford to make the wrong choice of glass.

So, let's make room for garnishes that enhance the color and **colors that enhance the Gin!**

A blue glass, for example, can give a sense of freshness and refinement. The contrast between the blue glass and the transparency of the Gin Tonic, with the bubbles reflecting the light, creates a refreshing visual effect, particularly suitable for a summer evening. Perfect for a classic Gin with the blue highlighting the bright green of a lime slice.

A green glass evokes freshness. Cucumber and other garnishes are natural elements that visually harmonize with this glass. Offer a natural and sophisticated contrast: pink grapefruit and a sprig of rosemary.

Red fruits or pomegranate can instead be used in contrast or to garnish a red or orange glass for a vibrant and captivating look, ideal for winter celebrations.

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A colorful Double Old Fashioned glass can enhance the appearance of many cocktails, especially those with vibrant colors and layers of liquids. By choosing cocktails with bright colors, you can really make the most of the visual effect of the glass.

"We can almost let ourselves be a bit defenseless and let ourselves be enveloped by the power of color; confirm that in our work, making beautiful things and doing them well, before even being a business choice or a market strategy, is a personal necessity and a pleasure." - Roberto Zani

Note: The Double Old Fashioned glass will be available for pre-order from September 2024 and in stores from **early December**.

Capacity: 400 ml (14 oz)

Diameter: 92 mm, Height: 102 mm

Retail Price: 10,90 €



For more information and photographic material, contact:

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Notes for editors: Memento is an Italian brand known for colored glassware and tableware. Each Memento Originale glass product is handcrafted using artisanal blowing techniques, making each Memento bally glass a unique piece with characteristics that set it apart from all others.

Learn More at www.mementoweb.com

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