



**LUCARIS, Asia 1<sup>st</sup> Crystal wineware**  
**-Event Launched in Hong Kong-**

**MEDIA COVERAGE REPORT**  
(From Media who joined in HK)

**LUCARIS, Asia's First Luxury Crystal Wineware**  
**Asia's Leading Wine & Dine Visionaries Meet at Exclusive Dinner**  
**"Hong Kong Hip" Launch at the Ritz Carlton, 25<sup>th</sup> May, 2012**

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## Crystal cocktail: Lucaris toasts to the city with HK-inspired wine glasses

Vinexpo, which opened yesterday, has fuelled a lot of wine talk in recent weeks – sparking interest not only in tastings, but also in drinking accoutrements.

Lucaris, a Bangkok-based crystal wine glass brand, launched its Hong Kong Hip collection with a wine-tasting event on Friday and an intimate dinner at the Ritz-Carlton's Chinese restaurant Tin Lung Heen.

Jeannie Cho Lee, the first Asian

master of wine; Grace Vineyards CEO Judy Leissner; and Dan Hettrakul, whose family owns Chateau Meyre in France's Bordeaux region, were there along with wine critics and connoisseurs.

Its design range – including Shanghai Soul, Tokyo Temptation and Bangkok Bliss – are tailored to fit Asian tastes.

"For us, the big question is how people in Asia enjoy drinking," said

Sunsanee Supatravanij, managing director of Lucaris' manufacturer, Ocean Glass Public Company.

"With Tokyo Temptation, for example, the glasses have a shorter stem because tables are quite low in Japanese restaurants, whereas for Shanghai Soul, the glasses are bigger because everything in China is so big," Sunsanee said. "The glasses fit perfectly with the cutlery and the rest of the setting."



From left: Kirati Assakul, Jeannie Cho Lee, Judy Leissner, Dan Hettrakul and Sunsanee Supatravanij.

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### ▲ Quality Wine Glass

Wine reporters and sommeliers from Shanghai, Hong Kong, Bangkok and Singapore take a blind tasting at The Ritz-Carlton, Hong Kong for a special experience of the wine glass named "Hong Kong Hip," the latest collection of **LUCARIS**, a luxury lead-free crystal wine ware brand.

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Page 1

EPICURIOUS

# the pride of Asia

words RACHEL TAN



*Asia's wine luminaries gathered in Hong Kong for an exclusive dinner to celebrate the launch of Lucaris' Hong Kong Hip' collection*



The evening of 25 May saw a gathering of leading wining and dining personalities at The Ritz Carlton, Hong Kong to mark the launch of Lucaris Asia's latest 'Hong Kong Hip' collection of crystal wineware with an exclusive dinner.

Lucaris, the luxury brand of Ocean Glass PCL, Thailand, takes on long-standing European brands with its premium crystal wineware that focuses on quality and catering to Asian sensibilities and is well-positioned to take advantage of the growing number of middle and upper class Asians who are fast developing increasingly sophisticated lifestyles and palates. The 'Hong Kong Hip' collection differentiates itself from its Western counterparts with its edgy and modern silhouette and physical design aesthetics developed with pleasure in mind.

The exclusive dinner was hosted by Kirati Assakul, Chairman of Ocean Glass PCL, and in attendance were several of Asia's renowned wine experts including Jeannie Cho Lee MW, the first Asian Master of Wine; Judy Leissner, CEO of Grace Vineyards known for producing Bordeaux-style wines in China; as well as Dan Hetrakul, the first Asian owner of Bordeaux region's Chateau Meyre in France.

Sunsanee Supatravanij, Managing Director of Ocean Glass PCL, said: "The launch of the 'Hong Kong Hip' collection is a true testament to the commitment we have in ensuring a perfect match of modern Asian dining and wining with the best crystal stemware that Asia has to offer. We have chosen Hong Kong which is known as a vibrant Asian metropolis – a fusion of Eastern and Western cultures with a highly fashionable society that enjoys its dining experiences."

One of the highlights of the event was a blind tasting, pitting the Hong Kong Hip collection against other traditional brands — a demonstration which showcased the ability of the glasses to enhance wine sensory, smell, taste and balance. VIP guests from the crème de la crème of luxury hotels, restaurants, wineries, sommeliers as well as food and wine writers across the region including Hong Kong, Shanghai, Singapore and Bangkok also graced the event and were treated to a luxurious dinner accompanied by fine wines in the Lucaris 'Hong Kong Hip' collection of crystal wineware.

The dinner started off with succulent seafood selections of Sautéed Prawn Skewers With Jin Hua Ham And Vegetables, Deep-fried Garoupa Fillet Stuffed With Green Onion and Steamed Scallop Dumplings accompanied by a 2009 Grace Vineyard Tasya's Reserve Chardonnay served in the new elegant Chardonnay glass from the 'Hong Kong Hip' collection.

The 2008 Domaine Dujac from Morey-Saint-Denis was showcased in the wide-bottomed Burgundy glass and went brilliantly with dishes like the Tin Lung Heen Peking Duck, Stir-fried Minced Duck Served With Onion In Crispy Bowl and Double-bolled Mushroom With Duck. The characteristics of the 2009 Wynns Coonawarra Estate from Australia were also brought out by the collection's Cabernet glass, paired with Char-grilled Barbecued Iberian Pork, Pan-fried Pork Rolls With Pineapple With Honey Sauce and Crispy Eggplant With Salt And Pepper.

The hearty dishes of Stir-fried Diced Wagyu Beef With Asparagus In Black Bean Sauce and Fried Rice With Minced Wagyu Beef And Diced Vegetable were perfectly paired with the full-bodied 2003 Chateau Meyre, Haut-Medoc Cru Bourgeois in the new Bordeaux glass. Dinner was brought to a refreshingly sweet end with a Chilled Pear With Bird's Nest dessert, and guests raised their Champagne glasses filled with 2010 Moscato d'Asti Bricco Quaglia from La Spinetta in Italy.





## MENU

- Sautéed Prawn Skewers With Jin Hua Ham And Vegetables
- Deep-fried Garoupa Fillet Stuffed With Green Onion
- Steamed Scallop Dumplings
- 2009 Grace Vineyard Tasya's Reserve Chardonnay, Shanxi, China
- Tin Lung Heen Peking Duck
- Stir-fried Minced Duck Served With Onion In Crispy Bowl
- Double-bottled Mushroom With Duck
- 2008 Domaine Dujac, Morey-Saint-Denis, Burgundy, France
- Char-grilled Barbecued Iberian Pork
- Pan-fried Pork Rolls With Pineapple With Honey Sauce
- Crispy Eggplant With Salt And Pepper
- 2009 Wynns Coonawarra Estate, Coonawarra, Australia
- Stir-fried Diced Wagyu Beef With Asparagus In Black Bean Sauce
- Fried Rice With Minced Wagyu Beef And Diced Vegetable
- 2003 Chateau Meyre, Haut-Medoc Cru Bourgeois, Bordeaux, France
- Chilled Pear With Bird's Nest
- 2010 Moscato d'Asti Bricco Quaglia, La Spiretta, Italy



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Kirati Assakul



Chef de Cuisine Paul Lau, Sunsanee Supatravanij and Benson Yan



Kachapan Boonrasri, Ethan Tian and Veeranuch Trangtrakul



Ingkawan Miller-Stirling and Yuri Assakul

## LUCARIS HONG KONG HIP

*When*  
May 25, 2012

*Where*  
The Ritz-Carlton,  
Hong Kong

*What*  
Lucaris, the luxury brand from Ocean Glass, recently took on long-standing European brands with its premium crystal wineware, as it launched its 'Hong Kong Hip' collection - at an exclusive dinner for leading wine and dine visionaries

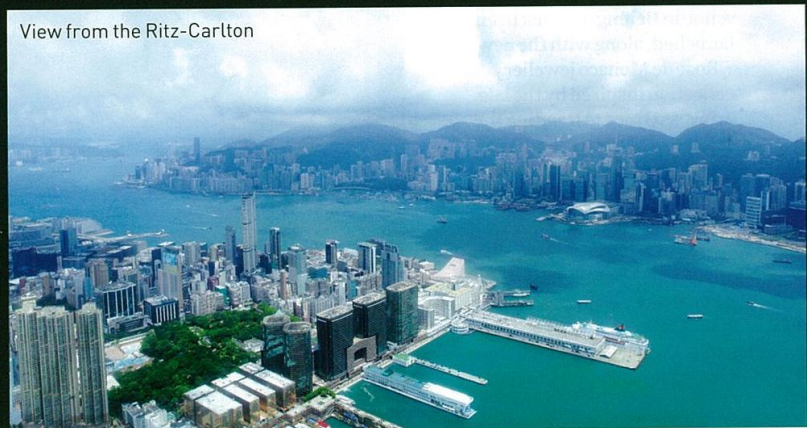
*Who*  
Kirati and Yuri Assakul, Jennie Cho Lee, Judy Leissner, Dan Hetrakul, Sunsanee Supatravanij, Ingkawan Miller-String, Ethan Tian, Chef Paul Lau



Jeannie Cho Lee, Judy Leissner and Dan Hetrakul



View from the Ritz-Carlton





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COUNTRY : SHANGHAI

## 盛会 Facesoiree



DAN HETRAKUL  
KIRATI ASSAKUI



YANG LU



李志廷  
JEANNIE CHO LEE



陈芳  
JUDY  
LEISSNER




SUNSANEE  
SUPATVANIJ

## HONG KONG HIP 动感香港

Lucaris最新系列发布晚宴  
地点 香港Ritz Carlton酒店  
日期 5月25日

**亚洲顶级水晶酒具Lucaris推出2012全新系列**

日前,“Hong Kong Hip”作为亚洲顶级水晶酒具Lucaris的最新系列,兼具动感与风尚特质,在香港丽嘉Ritz Carlton酒店为餐饮业各领域资深人士准备的独特晚宴中首度推出。作为泰国上市企业欧欣玻璃旗下的奢华品牌,Lucaris以其优越的品质和敏锐的亚洲触觉,挑战市场上众多欧洲一线品牌的水晶酒具。

在这场以“完美邂逅”为主题的香港晚宴中,Lucaris将亚洲餐饮业精英聚集在一起:亚洲首席葡萄酒大师李志廷(Jeannie Cho Lee),携带其作品《东膳西酿》出席;怡园酒庄庄主陈芳(Judy Leissner),以首酿中国顶级波尔多葡萄酒而闻名;法国波尔多地区美意酒庄的首位亚洲业主,Dan Hetrakul;以及该品牌主席Kirati Assakui,特别莅临主持此次尊贵晚宴。

横跨香港、上海、新加坡和曼谷地区、来自星级酒店、酒业、侍酒师行业以及餐饮写作等共约30位贵宾出席此次晚宴,并被邀请亲身体验Lucaris新系列——“Hong Kong Hip 动感香港”水晶酒具。



关殷宜、熊乃新、陈伯青、黄慧球、陈玉辉和赵士凯  
CANDY KWAN, NELSON SIU, WENDY CHAN,  
ALICE KUNG, NICK CHAN AND EDDIE CHEW



# Glass act: The right glass for the right wine

**Gao Ceng**

**S**ome wine lovers spend a fortune on fine wines yet skim on buying the right wine glasses.

They haven't realized that an inappropriate serving glass can spoil the beauty of a wine and, hence, the value of the bottle.

A thin, colorless glass in the appropriate shape allows full appreciation of the wine, its color, aroma and tastes.

"Pour a beautiful Pinot Noir into a short, trumpet-flared, thick-rimmed glass and it's no longer Pinot Noir. It's just red wine," writes Bill St John, wine columnist for the Chicago Tribune.

Generally, thickness, weight and shape are the three main considerations in judging a good glass.

Presuming that the glass isn't too fragile, then the thinner the glass the better and the less color the better, so the clarity of the wine itself is highlighted, according to Kirati Assakul, chairman of Ocean Glass PLC, a leading wine glass maker in Asia.

Thin, colorless, lead-free glass is recommended, clearly presenting the wine's color from the depth of the bowl to the rim, indicating age and variety. Usually a violet purple in the rim indicates a young wine, while a tawny brown edge indicates an older wine.

Although luxury glass and crystal brands, such as Waterford, are known for their elegant design and heavy-cut crystal stem, glasses of moderate weight and good



**An appropriate glass allows full appreciation of the wine, its color, aroma and tastes.**

balance are more suitable for daily wine tasting. Lighter glasses have a better hand-feel and are more easily swirled to elicit aromas.

Some wine experts say too much marketing fuss is made about using the precisely "right" shape for a given wine; they hold that as long as the basic shape is right, the colorless glass and relatively light-weight, then the rest is not really necessary.

However, the idea is catching on, due to efforts by Austrian brand Riedel and others designing specialized shapes to complement different wines. Now, there are glasses designed for Pinot Noir, Chardonnay, Cabernet and other varieties, as well as for various wine-growing regions. Lucaris, an Asian crystal brand, offers Bordeaux and Burgundy glasses.

Glass makers follow similar design rules to highlight wine character. The Cabernet glass and Bordeaux glass basically feature a large, elongated and slightly narrower bowl. At a recent wine tasting held by Lucaris at the Portman Ritz-Carlton Hong Kong, this design was described as better concentrating the aroma and flavor of full-bodied wine than an all-purpose glass and directing the wine to the back of the mouth.

Pinot Noir glass, often described as the Burgundy glass, has a wider, round bowl, slightly tapered on top, which helps capture the effusive aroma of Pinot and deliver the wine onto an ideal spot on the tongue, usually the tip, to get its fruity note.

Compared with red wines, whites are less sophisticated but require a cooler serving temperature to bring out their flavors. A glass with a smaller bowl stays cool better than a large bowl because of a smaller surface area.

However, Ed McCarthy, author of "Wine for Dummies," an American bestseller, says whites and glasses should be differentiated. For Chardonnay and white Burgundies, he recommends a comparatively larger bowl to demonstrate the wine's complexity. For Sauvignon Blanc, Riesling and Pinot Grigio, he recommends a smaller, elongated and narrower bowl to capture the wines' delicate aromas.

For sparkling wines such as Champagne, a fluted narrow glass is recommended to concentrate bouquet, and more important, to appreciate bubbles ascending in the glass.

## Buying in Shanghai

### • Lucaris

Asian brand of lead-free wine-tasting glasses with fine-cut laser rim, notably for Bordeaux and Cabernet.

Where to buy: New World Department Store (7/F, 2 Nanjing Rd W.)

### • Riedel

Known for functionally designed glasses to complement different wines, notably Pinot Noir and Syrah.

Where to buy: ASC Wine Residence (57 Jiangyin Rd)

### • Baccarat

The French crystal brand produces its signature Chateau Baccarat Set, excellent for Cabernet Sauvignon.

Where to buy: IFC (8 Century Ave)

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## Glass act: The right glass for the right wine

By Gao Deng | 2012-7-26 | NEWSPAPER EDITION

SOME wine lovers spend a fortune on fine wines yet skim on buying the right wine glasses.

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### Buying in Shanghai

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#### 晶莹的“邂逅”

亚洲顶级水晶酒具品牌Lucaris近日在香港丽思卡尔顿酒店举办晚宴，首度推出其“Hong Kong Hip”动感香港系列。亚洲葡萄酒大师李志延(Jeannie Cho Lee)、怡园酒庄庄主陈芳(Judy Leissner)、法国波尔多地区美意庄园首位亚洲业主Dan Hetrakul及泰国鸡欣玻璃公司主席Kirati Assakul等出席了这场以“完美邂逅”为主题的晚宴。Lucaris动感香港系列，灵感源于香港独特的都市活力，为最时尚的社交场所提供最优质的葡萄酒具。Lucaris集合了泰国鸡欣玻璃与东京佐佐木玻璃的研发及工艺，加上德国著名工业设计师Martin Ballendat的独特设计。该品牌主要面向亚洲市场中快速增长的新贵阶层，满足并配合亚洲人的生活方式和餐饮习惯，力追完美。

#### 高原上的会所

5月28日，在海拔3,650米的“日光之城”，集健身、休闲、餐饮、商务等功能于一体的拉萨·中国会所盛大开业。西藏自治区政协副主席白玛才旺、拉萨市及拉萨经济技术开发区领导，以及中国会所所属的四川泰来集团董事长沈华源等出席开业仪式并剪彩。该会所的开业填补了拉萨市高级商务会所的空白，为雪域高原上的各界精英人士提供了一个融合中国传统文化情怀的国际化社交平台。

拉萨·中国会所位于国家级拉萨经济技术开发区，由拉萨中开藏域投资开发有限公司和四川泰来集团合作创建，总投资达1.78亿元，主体面积近1.1万平方米，成为当地的标志性建筑。该会所复制了西南地区顶级私人会所成都中国会所的成功运营模式，提供配套设施齐全尊享式服务。会所内部以传统中式风格装饰，点缀以各种珍贵的古董藏品和艺术品。一楼设有大型恒温游泳区；二楼有两家高级餐厅



和演艺中心；三楼提供18间豪华商务客房。为让客人适应高原气候，会所还配备了24小时中央供氧系统。据悉，继拉萨·中国会所之后，中国会所即将在北京和西安开设新的连锁会所。

#### 感官盛宴 美食交响

5月25日，上海雅家时尚将筹备多时的一场饕餮盛宴呈现在众人眼前。这不仅是一次极致的嗅觉和味觉体验，更是一次融合了视觉和触觉等多重感觉的华丽“美食交响”，让到场嘉宾共同体验顶级餐具与美食佳肴的完美搭配。盛宴设在位于上海外滩源充满摩登情怀的8<sup>1/2</sup> Otto e Mezzo Bombana餐厅，营造了优雅迷人的背景气氛。餐厅主厨Alan Yu也是此次盛宴的主角之一，与雅家时尚共同构思创作，推出以他姓名缩写命名的“AY系列”餐具，在盛宴上发布、使用。在享用过精美小食和前菜后，主菜牛排的登场迎来了盛宴的又一大亮点。雅家时尚精心挑选法国精品手工刀具品牌Fontenille Pataud出品的不同材质、不同装饰的顶级手工牛排刀，供宾客们选择使用。还邀请了Fontenille Pataud掌门人、刀具制作顶级工匠Gilles Steinberg亲临现场，为大家讲述这些堪称艺术精品的刀具的故事。德国高档水晶杯品牌Spiegelau出品的Vino Grande Series（品酒家系列）也在当晚被用以搭配雅家时尚精选的桃乐丝(Torres)的各款美酒，极好地表现了酒体的风味，为整场盛宴添上浓墨重彩的一笔。





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## Page 1

### Top-class Thai brand

With its world-class design, a premium Asian brand is taking on the Europeans at their own game.  
**Life, L1**



# IN A GLASS OF THEIR OWN

With its world-class design, a premium Asian brand is taking on the Europeans at their own game

STORY: NARA DECHARIN

**T**raditionally, the crystal stemware space has been dominated by lead variants. More recently, newer production techniques have given consumers consent to indulge in a greater variety of novel crystal glass. But now lead-free offers a similar refractive index to lead crystal, but with lighter weight and less dispersive power.

There is no need to spend a fortune on wine glasses, provided a few basic principles are followed.

The glass should be thin, while not overly fragile; the rim must not interrupt the flow of wine to the mouth; the bowl should be fat, with the widest part about one-third of the way up (the level up to which you should pour the wine).

Claret (Bordeaux, Cabernet, Merlot) is best suited to stemware with a large tulip or narrowing goblet, as it allows swirling but has a narrow opening to

concentrate the aroma. Many wine drinkers use this shape for all red wines.

For Burgundy, Pinot and Shiraz, larger glasses allow greater exposure to air for these big, or closed wines. In my view, they add a spectacle to the table when a special wine is served. This shape is often preferred by red wine enthusiasts.

However, I have seen heavily oaked white wines served in these glasses, but this may have been due to the Burgundy pedigree.

Whites like Chablis and Chardonnay tend to be designated to shrunken versions of the tulip because there is less need to aerate white wine and a heightened desire to maintain a lower temperature by minimising contact with surface areas. Most fresh white wines tend to be served in this format, including Picpoul de Pinet.

Many would accept that Riedel is the best known wine-glass manufacturer. The company was founded in 1756 as a man-

ufacturer of perfume bottles. The brand has, through the years, developed different glasses for different varieties and discovered that the correct choice of glass enhances a wine's flavour.

Another well-known brand is Schott Zwiesel, the producers of Tritan crystal glasses, offering brilliance and durability while being dishwasher-safe. Schott Zwiesel has set new industry benchmarks for resistance to breakage and scratches. Other premium brands include Dartington, Spiegelau, Stoezel, Bohemia and Rona, to name a few.

Now, there are newer players in the market, each claiming technological advances. Most notably, Eisch asserts that wine poured into its Sensis Plus range becomes harmonious and complex with good balance and elegance through a natural process, while preserving the original character and structure.

This is a bold claim, and to be candid



I was loaded with cynicism when I conducted a blind test of the Eisch Sensus Plus against the brand's standard range to determine how it affected fairly respectable mid-market French and Australian wines. To hop straight to the conclusion, although I was unable to explain exactly why I preferred one glass over the other, I invariably had a strong preference for the Sensus Plus — with no exception.

Another leading brand, Zalto, has ambitiously created glasses with bowls tilted at angles of 24, 48 and 72 degrees, a decision based on the Earth's tilt.

Being in Thailand, we cannot overlook local brand Lucaris, Asia's first crystal stemware brand from Ocean Glass, which now competes with leading European brands. I have experienced Lucaris on a number of occasions, and have recently purchased some. With its world-class design, Lucaris is now playing the Europeans at their own game.

I caught up with Kirati Assakul, chairman of Ocean Glass, in Hong Kong at the launch of their latest Lucaris Hong Kong Hip collection, an event called "The Perfect Encounter".

Kirati explained his philosophy and vision for Lucaris: "Pairing wine with Asian cuisine is not about how to best complement or enhance a particular dish, but rather how to enhance a rich and multi-faceted dining experience. The fact that we are Asian has allowed Lucaris to create this unique brand experience called 'The Perfect Encounter', bringing together Asian food, wines and people in a way that Asians truly enjoy."

According to Kirati, Lucaris is a collaboration between Ocean Glass, Toyo-Sasaki Glass of Japan, and award-winning designer Martin Ballendat of Germany.

In 2009, Ocean Glass invested 1 billion baht in a new factory equipped with advanced furnaces and technology from Japan and Germany, which can produce lead-free and barium-free crystal glass, with high clarity and brilliance.

The following year the company introduced the Lucaris brand of premium crystal wine ware and accessories. About 80% of Lucaris products are now exported to Asian markets such as Hong Kong, China and Singapore where wine consumption is rising. About two million premium crystal wine glasses were sold in Asia last year. Lucaris has about 10% of the Asian market and expects to capture 40% of the market in five years.

The Hong Kong Hip launch took place at the Ritz-Carlton Hong Kong. Among the guests attending were well-known figures in the industry including Jeannie Cho Lee, the first Asian Master of Wine; Judy Leissner, CEO of Grace Vineyards, known for introducing China's first

Bordeaux wine; and Dan Hettrakul, the first Asian owner of the Bordeaux region's Chateau Meyre. The evening started with a wine glass blind tasting between the Hong Kong Hip and other international brands, followed by a five-course dinner of modern Asian cuisine.

● Continued on page 9

## IN A GLASS OF THEIR OWN

● Continued from page 1

The food was accompanied by wines of the world served in the new Hong Kong Hip Chardonnay, Burgundy, Cabernet, Bordeaux and Champagne glasses. The result was very impressive.

The starter — sauteed prawns skewed with Jin Hua ham and vegetables, deep-fried garoupa fillet stuffed with green onion, and steamed scallop dumpling — was perfectly paired with the 2009 Grace Vineyard Tasya's Reserve Chardonnay from Shanxi, China.

Next was Tin Lung Heen Peking duck: stir-fried minced duck served with onion in a crispy bowl and double-boiled mushroom with duck. This was a great pair to the fine 2008 Domaine Dujac, Morey-

cate Italian wine, 2012 Moscato d'Asti Bricco Quaglia, La Spinetta, superbly paired with the luscious chilled pear with bird's nest.

"I was very impressed with the Hong Kong Hip collection," said Lee, author of *Asian Palate*, a coffee-table book explaining how to pair wine with Asian food. "It's aesthetically beautiful, functional, but also it really enhances a lot of the flavour characteristics in the glass. Part of the beauty of its shape is that it really allows the aromatics to come forth and the delicate lip and balance and the feeling on the hand, all of it I think really promotes a much more pleasurable wine experience."

Yang Lu from The Peninsula, Shanghai, considered China's best sommelier, said: "I'm quite impressed by the quality of Hong Kong Hip glasses especially on the aroma side. When you smell the wine, the wine is more full, more fruity, breathes more aromas and on the palate it's more elegant and it seems the wine has more finesse than in the other, standard glasses."

"I think at this level I have to say that Lucaris glasses show very well for certain wines and have international quality."

Inspired by Hong Kong, the Asian metropolis on the move, the collection has a modern and edgy shape.

"It is perfect for occasions where the finest wines and the most fashionable society come together to create the most hip and happening dining scene," Kirati said. Before the Hong Kong Hip, Ocean Glass had three Lucaris stemware series — all inspired by modern Asian cities and their lifestyles.

They are the Shanghai Soul, Tokyo Temptation and Bangkok Bliss. Shanghai Soul is a stemware range intended for premium wines, ultra fine dining and elite socialising events.

Tokyo Temptation is a contemporary version of a classic design aimed for upscale dining and wining where formality is to the fore.

Bangkok Bliss captures the sense of this casual-living city with time-honoured classic design harmonised with easy-going elegance. It is intended for laidback gatherings and chic casual dining.

Stemware is a personal choice, one where lifestyle and use play a large part in the selection process. Next time you stroke the stem of a wine glass before taking a sip from the fine hand-crafted or laser-cut rim, avoid looking for the laser etching of the brand on the base,



Saint-Denis from Burgundy, France.

Char-grilled barbecued Iberian pork, pan-fried pork rolls with pineapple and honey sauce and crispy eggplant with salt and pepper was superbly served with an excellent Australian 2009 Wynns Coonawarra Estate Cabernet.

The deep red and flavourful 2003 Chateau Meyre, Haut-Medoc Cru Bourgeois, Bordeaux, France was an excellent companion to the meat course of stir-fried diced wagyu beef with asparagus in black bean sauce, and fried rice with minced wagyu beef and diced vegetables.

The dinner ended stylishly with a deli-





The wine glasses blind tasting session.



Jeannie Cho Lee, the first Asian Master of Wine (MW).



Kirati Assakul, chairman of Ocean Glass.

and instead pause to reflect on its shapely beauty, tongue maps, scratch resistance, practicality, aeration assistance and tilt angles to see which of these best complement your lifestyle.

**Nara Decharin has a PhD in economics and spent over 20 years in Europe cultivating his non-commercial passion for wine.**



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## PARTIES



## HONG KONG HIP

*LUCARIS, THE RITZ-CARLTON, HONG KONG; MAY 25*

Lucaris, the luxury brand from Ocean Glass, recently took on long-standing European brands with its premium crystal wineware, as it launched its 'Hong Kong Hip' collection – at an exclusive dinner for leading wine and dine visionaries.



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**Page 1**



## HONG KONG HIP

*Lucaris, the luxury brand of Thailand's Ocean Glass, demonstrates why it has emerged as a real competitor in the world of fine crystal glassware at a gala dinner at the majestic Ritz-Carlton, Hong Kong*

Bangkok Bliss, Tokyo Temptation, Shanghai Soul and most recently in 2012, Hong Kong Hip are creations of Lucaris, a branding of Ocean Glass, a Thai company not afraid to take on the long-established crystal wineware companies of Europe.

To create its Lucaris wineware, Ocean Glass collaborates with Toyo-Sasaki Glass and multi award-winning German designer Martin Ballendat, whose works appear in the portfolios of many world-class brands. Its world-class crystal is lead and barium-free with physical aesthetics comparable to conventional lead crystal. The innovative technology results in glassware of exceptional clarity and brilliance. In addition, it possesses extra strength and durability, enabling it to withstand sudden temperature changes created by dish washing machines, making it ideal for homes, restaurants and catering services.





But do the Lucaris products from Thailand really compare to the old-timers from other parts of the world? To settle the question, Ocean Glass has been bravely conducting blind tasting sessions with groups of food service professionals and wine enthusiasts for over 500 tasters. Most of the tasters give Lucaris marks that often exceed those of its competitors for how wine served in its wineware tastes. In addition, it gets scores that rank it with the leading brands for shape, thinness, smoothness and clarity of the glass.

Hong Kong Hip, with its modern edgy silhouette, is inspired by the unique spirit of Hong Kong, a cosmopolitan metropolis where Eastern and Western cultures have long met and interacted. Hong Kong is always on the move, constantly reinventing itself and blessed with a hip and happening hotel and dining scene that includes the fabulous Ritz-Carlton, Hong Kong, the world's tallest hotel and the launching pad for Hong Kong Hip.

To aid in the launch, Lucaris invited Asian wining and dining luminaries to a fabulous meal at the Ritz-Carlton that was dubbed 'The Perfect Encounter'. Guests included four Asian visionaries: Kirati Assakul, the CEO of Ocean Glass who introduced Asia's first crystal wineware; Jeannie Cho Lee, the first ethnic Asian Master of Wine and an award-winning author, journalist and teacher; Judy Leissner, CEO of Grace Vineyard, a pioneering family-owned winery in China; and a young Thai entrepreneur, Dan Hetrakul, whose family owns a piece of the Bordeaux region's Chateau Meyre and a winery and luxury hotel in Medoc, France.

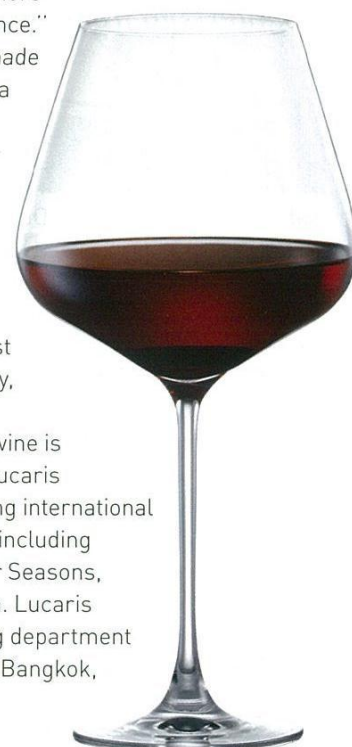
Kirati explained to guests that pairing of wine with Asian meals differs significantly from how

it is done with Western-style meals. "Pairing wine with Asian cuisine is not about how to best complement or enhance a particular dish, but rather how to enhance a rich and multi-faceted dining experience."

Jeannie Cho Lee was impressed with the stemware. "It's aesthetically beautiful, functional, but also it really enhances a lot of the flavour characteristics in the glass," she says. "Part of the beauty of its shape is that it really allows the aromatics to come forth and the delicate lip and balance and the feeling on the hand, all of it I think really promotes a much more pleasurable wine experience."

Wines have recently made a significant impact in Asia and a growing number of Asians now enjoy wine as a part of their dining lifestyle. Lucaris crystal from Ocean Glass is the perfect wineware for them to enjoy the wines they are drinking. And best of all, it is produced locally, right here in Thailand.

Now, all across Asia, wine is already being poured in Lucaris crystal wineware in leading international chain hotels and resorts, including The Intercontinental, Four Seasons, JW Marriott and Anantara. Lucaris is also available at leading department stores throughout Asia in Bangkok, Singapore, Hong Kong and Shanghai. 





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CIRCULATION : WORLDWIDE

DATE : AUGUST, 2012

COUNTRY : THAILAND

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## MOST WANTED NOW

一杯醇酒、一顿亲手制作的晚餐、一场在秋阳下进行的趣味野餐，又或是一席于客厅内发生的亲密交谈……家人间，每一次美好时光的分享都弥足珍贵。编辑：陈敏娟



1. 承袭一贯的简约线条、细致工艺和轻松优雅的风格，Powell沙发可以根据家中的空间自由组合摆放的(Minotti, 电话: 021-6247-1068);
2. Lucaris的动感香港系列，为最时尚的社交场所提供优质的葡萄酒杯具(Lucaris, [www.lucariscrystal.com/cn/products.php](http://www.lucariscrystal.com/cn/products.php));
3. Johnnie Walker 2012蓝牌中秋限量礼盒，内附兼具收藏意义及完美品鉴理念的品饮蓝杯和经典蓝牌水晶杯及蓝牌限量酒盘(Johnnie Walker, 电话: 800-820-1881);
4. 造型奇特的Hybrid系列餐盘上，一半是传统的欧式田园风光，一半是古雅的中国庭院闲情(Seletti from Onezerozero, 电话: 021-5404-1678);
5. 充满男性气息的皮质沙发线条张扬，到处可见Aston Martin跑车的影子(Aston Martin Interiors by Formitalia, [www.formitalia.it](http://www.formitalia.it));
6. 这个名为“Downtown”的储物柜既适合淘气的小孩子，也适合童心未泯的“大孩子”(Magis from Design Republic, 电话: 021-6082-3788)。

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Page 1



## WINE, DINE & SHINE

*It's not as simple as a sniff, a swig and then a sip paired with a nibble anymore. Wine dinners are now multi-pronged affairs that celebrate more than just a successful bottle. By LOW YIT LENG, DYLAN BOEY, LAUREN TAN AND LOW SHI PING*

EVERY YEAR, FROM late May onwards, oenophiles rejoice as a deluge of wine dinners are held in honour of new bottles or a successful growth.

While such events appear throughout the year, this period in particular sees a surge for the simple reason that in many wine-growing regions, this is the window of time when winemakers and chateau owners can take a breather.

The harvest season typically falls between August and October in the northern hemisphere (Europe, North America), and February and April in the south (Australia, New Zealand and South America). This leaves a duration (May to July) when winemakers have time on their hands to promote their wines and to educate the market about them.

Today's wine dinners have gone beyond the simplistic *modus operandi* of pairing their new bottles with haute cuisine, by way of education, vertical tasting or not. The dos get more elaborate. More than just a jolly good excuse for good-natured bacchanalia, some use wine dinners as a platform to introduce new technologies (e.g. dynamic wine labels with Quick Response codes), co-launch complementary products (e.g. stemware), introduce new chefs (Michelin-star standards, no less), and tie-up with glamorous brands (Rolls-Royce, Franck Muller). In other cases, wine galas are also powerful tools to penetrate new markets or the high society segment of the market.

*Prestige Singapore* partakes in four of the best.



THE WELL | FETE |



KIRATI ASSAKUL, JEANNIE CHO LEE, JUDY LEISSNER,  
DAN HETRAKUL AND SUNSANEE SUPATRAVANJ



GRILLED PRAWNS SKEWED WITH JIN HUA HAM AND  
VEGETABLES, DEEP-FRIED GAROUPA FILLET WITH  
MAYONNAISE AND STEAMED SCALLOP DUMPLING



## THE OVERSEAS FETE: LUCARIS WINE DINNER

Some wine dinners are so ambitious in their reach they will fly its guests down from out of town. LOW YIT LENG zips into Hong Kong for the launch of a new luxury stemware line

THERE WE WERE standing in Ozone at The Ritz Carlton 118 floors above sea level with Hong Kong sprawled way below us. Alcohol and heights are not exactly the best pairing but when you get an invite to the world's highest bar (and the promise of free flowing champagne) it'll be foolhardy to turn it down.

We were there for pre-dinner drinks as part of *The Perfect Encounter*, an evening hosted by Asia's first luxury crystal stemware Lucaris of Ocean Glass PCL Thailand. The occasion: to launch its latest *Hong Kong Hip* collection. Our hosts: chairman Kirati Assakul and managing director Sunsanee Supatranvanji.

Borne from a desire to pair modern Asian cuisine with the best wines from around the world, Assakul established Lucaris in 2009, "We want to deliver world-class quality to

our customers. Our crystal wine ware is both lead and barium free, manufactured by using the latest technology of eastern expertise to meet western know-how."

He admits that when he first mooted the idea of going into the business, well meaning friends and associates would not hesitate to discourage him, saying it was going to be a tough road ahead. "However, I think entrepreneurs and visionaries all have a stubborn streak in us and have this zeal to want our vision to be realised. So when we saw a little success, it made us feel good and we were then spurred on to invest even more leaving us with no choice but to continue in the pursuit of our ideals," he confesses.

Playing to their advantage? The fact that he and Supatranvanji are Asians with a close proximity to, and firm understanding of,

the market. "The launch of *Hong Kong Hip* is a testament to the commitment we have in ensuring a perfect match of modern Asian wining and dining with the best crystal stemware Asia has to offer," adds Supatranvanji.

Earlier in the day, we were introduced to Lucaris and the *Hong Kong Hip* collection through a blind tasting session. In the luxuriously-appointed Carlton Suite, we were blindfolded then asked to sample red wine poured into two different glasses — one, a Lucaris, the other, an established European brand.

Interestingly, when our blindfolds were removed and we were asked to choose our favourite, those at my table (including a top sommelier from Shanghai and other gourmards) picked the one in the Lucaris





CHEF PAUL LAU OF  
TIN LUNG HEEN,  
RITZ-CARLTON  
HONG KONG



TIN LUNG HEEN PEKING DUCK AND  
STIR-FRIED MINCED DUCK SERVED  
WITH ONION IN CRISPY BOWL



Bordeaux Glass for its better aroma, bouquet and aftertaste.

But the real fun only began after the sun set. *The Perfect Encounter* was made even more perfect by the presence of prominent Asian entrepreneurs and some of the most influential personalities in the food and wine business in Asia. Together, we gathered at the one-Michelin-star Tin Lung Heen Chinese restaurant on the 102nd floor of The Ritz-Carlton Hong Kong.

No effort was spared to ensure that guests were treated to the most exciting modern Chinese cuisine paired with wines from highly-acclaimed vineyards. Regaling us with stories about her special encounters with food and wine was Jeannie Cho Lee, the first Asian Master of Wine and an award-winning author.

Lee went on to introduce the hosts and special guests who included Judy Leissner, chief executive officer of Grace Vineyard. Leissner has been overseeing her family owned 200-hectare winery in the Shanxi province. A French-style vineyard, it was established in China in 1997 by her father before she took over the reins.

Also sharing his passion for the business of producing organic wines was Dan Hetrakul, the scion of one of Thailand's media tycoons. Hetrakul manages the family-owned Château Meyre in the Bordeaux region of France, which prides on being the first to go organic. Today the winery produces about 150,000 bottles a year and he is keen to interest a new generation of Asians with his wines.

With exquisite stemware, beautiful wines and delicious food all rolled into one, it was an evening that many of us will remember for a long time to come. [E]



INGKAWAN MILLER-STIRLING  
AND YURI ASSAKUL





**LUCARIS, Asia 1<sup>st</sup> Crystal wineware**  
**-Event Launched in Hong Kong-**

**MEDIA COVERAGE REPORT**  
**POST PR**

# MEDIA COVERAGE REPORT

## POST PR

Publication	Issued Period	Circulation	PR Value (baht)
People Daily online	20 <sup>th</sup> June, 2012		
ASTV Manager Daily Newspaper	26 <sup>th</sup> June, 2012	300,000	225,990
Thai Rath Daily Newspaper	26 <sup>th</sup> June, 2012	1,000,000	130,500
Hello BI- Monthly Magazine	12 July, 2012	300,000	900,000
Thailand Tatler Monthly Magazine	July, 2012	55,300	75,000
GM Monthly Magazine	July, 2012	120,000	75,000



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## “卢卡里斯”进军亚洲顶级水晶酒具市场

2012年06月20日03:22 来源: 人民网 手机看新闻

打印 网摘 纠错 商城 分享 推荐 人民微博 关注 字号

人民网曼谷6月20日电（记者孙广勇）亚洲顶级水晶酒具卢卡里斯的最新系列“动感香港”近日在香港成功举行。

经营水晶酒具卢卡里斯的齐拉提-阿沙坤先生主持了这场以“完美邂逅”为主题的晚宴。亚洲首席葡萄酒大师李志延女士（Jeannie Lee）携其新作《东膳西酿》莅临了晚宴。来自奢华酒店、餐厅、酒业的尊客及横跨香港、上海、新加坡和曼谷地区的侍酒师亦出席这次盛会并享受了独特的晚餐。晚宴的高潮是蒙眼品酒，以“动感香港”酒具来评估酒的口感、芳香、味道及均衡度，有别于那些传统及有竞争性的酒具。

亚洲首席葡萄酒大师李志延女士称：“美酒是如此香醇，与美食配搭的如此完美，使我们流连忘返。卢卡里斯（LUCARIS）——‘动感香港’的前景一定非常光明。”

据了解，卢卡里斯是泰国的著名品牌，位居世界酒具产品的前列，重视产品质量，特具亚洲风格。卢卡里斯产品在亚洲各大著名百货公司均有出售。它目前约占亚洲市场的百分之十，并计划在未来五年把市场份额扩展至百分之四十。

新闻搜索



中国建设银行  
China Construction Bank

新闻热搜词

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日立

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จินนี่ โซ ลี



แดน เหน้ตระกูล



คิมสมบัติ  
สุภัททวงษ์  
เอ็บดี  
โอเชียนกลาส

กิริติ อัสสกุล บอสใหญ่ บมจ.โอเชียนกลาส นำแก้วไวน์ ลูคาร์ริส คอลเลกชันใหม่ “Hong Kong Hip” ไปเปิดตัวที่ โรงแรม เดอะริทซ์ คาร์ลตัน ฮองกง โรงแรมที่เลื่องชื่อที่สุดของฮ่องกง และเป็นหนึ่งในโรงแรมระดับโลกที่เล่างเลือกให้ “ลูคาร์ริส”

ลูคาร์ริส (LUCARIS) เป็น ลูกาวิเบรนต์ของ โอเชียนกลาส ผู้ผลิตแก้วไวน์คริสตัลปลอดสารตะกั่ว (คริสตัลไลน์) คุณภาพระดับโลก แปรนดแรกของ เอเชียและแปรนดเดียวของเมืองไทย สำหรับ “Hong Kong Hip” พรีเมียมคอลเลกชันใหม่ล่าสุดของ ลูคาร์ริส ที่ถ่ายทอดความทันสมัยหรูหรา ซึ่งเป็นเอกลักษณ์โดดเด่นของฮ่องกง เมืองที่เต็มไปด้วย

## “ลูคาร์ริส” เปิดตัวคอลเลกชันใหม่ สุดหรูที่ฮ่องกง

การผสมผสานของวัฒนธรรมตะวันออก และ ตะวันตก และมีการก่อเกิดนวัตกรรมใหม่ๆ

งานนี้จัดแบบเอ็กсклюзивดินเนอร์ที่ทันสมัยหรูหรา เข้ากับคอลเลกชัน ภายใต้แนวคิด “The Perfect Encounter Dinner with Asian Visionaries” ซึ่ง ถือเป็นการรวมตัวครั้งใหญ่ของ ผู้นำและผู้เชี่ยวชาญ ด้านอาหารและไวน์ของเอเชีย ประกอบด้วย จินนี่ โซ ลี มาสเตอร์ ออฟ ไวน์หญิงคนแรกของเอเชีย และผู้แต่งหนังสือ “เอเชีย พาเลท” (Asian Palate) จูดี

เดสเนอร์ ชื่อโอวีไวน์ Grance Vineyard เจ้าของไวน์หญิงคนแรกที่ผลิตไวน์บอร์โด (Bordeaux) ในประเทศจีน ให้เป็นที่รู้จักอย่างแพร่หลาย และ แดน เหน้ตระกูล หม่อมไทยคนแรกที่เป็นเจ้าของชาโดไวน์ในประเทศฝรั่งเศส แปรนดราโดว์ แมร์ (Chateau Meyre)

อีกไฮไลต์เป็นกิจกรรมปิดตาทดลองแก้วไวน์ (Blind Tasting) เพื่อพิสูจน์คุณภาพพระดะโลก ของแก้วไวน์คริสตัลระหว่างคอลเลกชัน Hong Kong Hip และแก้วไวน์คริสตัลจากแปรนดดังเก่าแก่ของยุโรป ■



ปิแยร์ เพมอเร  
GM เกอ  
ริทซ์ คาร์ลตัน  
ฮ่องกง





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ไทยรัฐ





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PR VALUE : 900,000 BAHT

Page 1

# HELLO! HAPPENINGS

Crystal Wineware  
Exclusively by  
**LUCARIS**  
Crystal of Modern Asia

THE  
PERFECT  
ENCOUNTER  
DINNER  
WITH  
ASIAN  
VISIONARIES

บริษัท โอเชียนกลาส จำกัด (มหาชน)  
ส่งท้ายปีด้วยแก้วไวน์ที่ ทั้งคู่ประกอบ  
การโรงแรม ร้านอาหาร ผู้นำเข้าไวน์  
และซอมเมอลิเย่จากทั่วโลก ร่วมงาน  
เอ็กซ์คลูซีฟดินเนอร์ ณ โรงแรมเดอะ  
ริทซ์ คาร์ลตัน ชองกง เพื่อสัมผัส  
อาหารเอเชียสมัยใหม่รสชาติเยี่ยมที่จับ  
คู่กับไวน์ชั้นเยี่ยมโดยผ่านแก้วไวน์  
คริสตัลของลูคาร์ซิส ลักซ์ชัวรีแบรนด์  
คุณภาพระดับโลกของโอเชียนกลาส  
แบรนด์แรกและแบรนด์เดียวของ  
เมืองไทย ในคอลเลกชันใหม่ล่าสุด  
Hong Kong Hip ที่ผลิตมาเอาใจผู้ที่  
ปรารถนาสุนทรีย์แห่งการกินดื่มที่ทันสมัย  
หรูหรา และมีระดับ สร้างความ  
ประทับใจให้แขกที่ร่วมงานในวันนั้น

Mr. Louis Tang, General Manager  
บริษัท Jointek Fine Wine ผู้นำเข้าไวน์จาก  
ประเทศฮ่องกง

ตัวแทนจากโรงแรม JW Marriott  
Chongqing ประเทศจีน

Mr. Benson Yan ซอมเมอลิเย่ จาก  
The Ritz-Carlton Hong Kong

นักข่าวจากประเทศฮ่องกง

Mr. James Miller Stirling นักไวน์จาก  
ประเทศอังกฤษ

(จากซ้าย) แก้วไวน์จากประเทศฮ่องกง  
และซอมเมอลิเย่จากประเทศจีน

(จากซ้าย) นักข่าวจากประเทศสิงคโปร์ และ  
Mr. Neal Giles, Executive Private Chef  
จากประเทศฮ่องกง

ดร. บรูจ เตชะวิจิตร  
ผู้เชี่ยวชาญด้านไวน์จากประเทศไทย

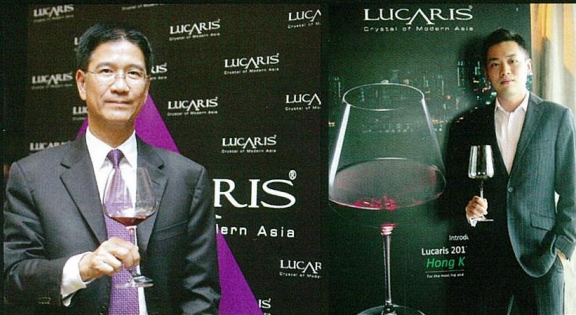




The Perfect Encounter Dinner at The Ritz-Carlton, Hong Kong by LUCARIS



Four Asian Visionaries of Wining & Dining



ทีวดี อัสสกุล ประธานกรรมการ บริษัท โอเชียนกลาส จำกัด (มหาชน) ผู้ก่อตั้ง LUCARIS แก้วไวน์คริสตัลที่หรูหรา แบบฉบับแรกของเอเชีย หนึ่งใน Asian Visionaries

Mr. Ethan Tian F&B Manager, InterContinental Hotels Group, Greater China "Hong Kong Hip firstly for me is very trendy and I like it. Hong Kong Hip can definitely benchmark with all the other European or classical wineglass brands"



(ซ้าย) จิงคอรเรน มิลเลอร์ สเตอริง และ (ขวา) ซูชิ อัสสกุล ระหว่าง Champagne Reception ที่ Ozone บาร์สุดชิคที่สูงสุดในโลก



Ms. Jeannie Cho Lee, Master of Wine หญิงคนแรกของเอเชียและได้แต่งหนังสือ 'Asian Palate' อีกหนึ่งใน Asian Visionaries ที่ให้เกียรติร่วมเปิดตัว Hong Kong Hip คอลเลกชันใหม่ล่าสุดของ LUCARIS พร้อมถ่ายทอดแนวคิดการผสมผสานระหว่างอาหารเอเชียสมัยใหม่กับไวน์ระดับโลก



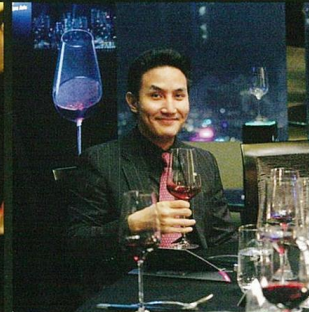
Mr. Yang Lu, China's Best Sommelier, Peninsula Shanghai "It's actually my first time to do a real blind tasting. I'm impressed by the quality of Hong Kong Hip wine glass, especially on the aroma side and it does have international quality for me"



Ms. Judy Leissner, CEO แห่ง Grace Vineyard ที่ซึ่งผลิตไวน์บอร์โดแห่งแรกของประเทศจีน "As Asians you always wanted to have something that is designed and tailored for your own palate and surroundings, so great job for LUCARIS Hong Kong Hip!"



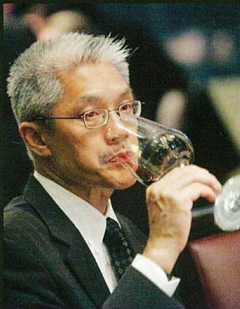
'Hong Kong Hip' แก้วไวน์คริสตัลพรีเมียมคอลเลกชันสุดชิคใหม่ล่าสุดของ LUCARIS



แดนน เมตตะกุล เจ้าของไร่ไวน์ Chateau Meyre ในประเทศฝรั่งเศสคนแรกของเอเชีย "The wine culture has already been through in Asian cultures in a sense of the flavors and aromatics. I think it's the best choice to pick the Hong Kong Hip to pair with your Asian palate"



Blind Tasting กิจกรรมที่สุภาพระดับ World Class ของ แก้วไวน์คริสตัล Hong Kong Hip คอลเลกชันใหม่ล่าสุดจาก LUCARIS



Mr. Lim Shong Chang, Director of Purchasing Hotel Division of Sun Hung Kai Properties "LUCARIS may be new in the market but I think there's going to be a bright future for the brand with its good quality"



(กลาง) คันสนีย์ สุภัทรวณิช กรรมการผู้จัดการ บริษัท โอเชียนกลาส จำกัด (มหาชน) ร่วมต้อนรับนักข่าวที่มาร่วมงานจากประเทศฮ่องกงและจีน



Mr. Pierre Perusset General Manager, The Ritz-Carlton, Hong Kong "It was the perfect setting to launch Hong Kong Hip from LUCARIS an Asian brand in Hong Kong. Congratulate LUCARIS for this wonderful experience"



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COUNTRY : THAILAND

PR VALUE : 75,000 BAHT

**ONLOOKER**

*Hitting  
The Town*

# FACES

WORLD  
— of —  
Parties

7. Thai crystal wineware brand, Lucaris, hosted an exclusive dinner for leading wine and dine personalities at the Ritz-Carlton, Hong Kong. Chairman of Ocean Glass Kirati Assakul, Jeannie Cho Lee, Judy Leissner, Dan Hettrakul and Sunsanee Supatravanij were there





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**CIRCULATION** : 120,000 COPIES

**COUNTRY** : THAILAND

**PR VALUE** : 75,000 BAHT



### > LUCARIS

 ลูคาริส โดย บริษัท ไอเซียนกลาส จำกัด (มหาชน) ผู้ผลิตแก้วไวน์คริสตัล  
ปลอดสารตะกั่ว (คริสตัลไลน์) คุณภาพระดับโลก  
รुकตลาดไฮเอนด์เทียบแบรนด์ยุโรป เปิดตัว  
แก้วไวน์คอลเลกชันใหม่ Hong Kong Hip  
ที่โรงแรม เดอะริทซ์ คาร์ลตัน ส่องกง โรงแรม  
ที่เลื่องชื่อที่สุดของฮ่องกง และเป็นหนึ่งในโรงแรม  
ระดับโลกที่เจาะจงเลือกใช้ลูคาริส

Place : โรงแรม เดอะริทซ์ คาร์ลตัน ส่องกง