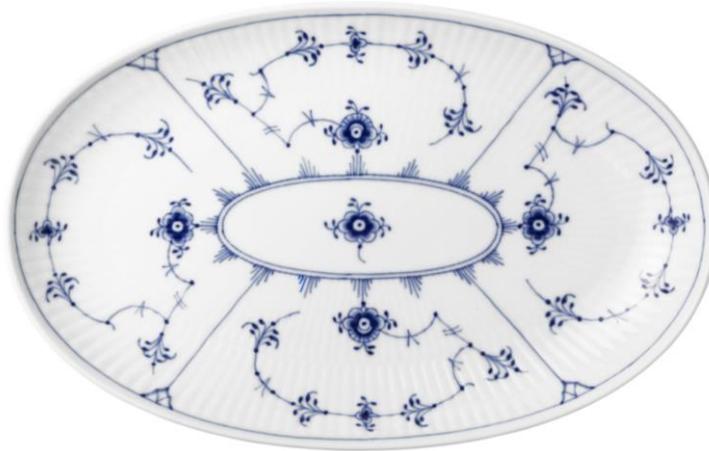




**Press Release**  
Spring 2015

## **Contemporary design for a classic pattern**



**The Blue Fluted Plain pattern has been produced by Royal Copenhagen since 1775, making it part of its brand DNA. The characteristic floral pattern and signature blue colour have inspired Royal Copenhagen's contemporary reinterpretations, including Fluted Mega and Elements. However, even though tradition calls for innovation, interest in Royal Copenhagen's "mother design" is still keen. This has resulted in another addition to the Blue Fluted Plain series in the form of a small oval plate, just in time for the luncheon tables of spring.**

In 2014, Royal Copenhagen introduced an updated version of the small oval plate in its Blue Fluted Mega and White Fluted collections. The new interpretation of the classic small plate hit right at the heart of the contemporary food culture, where tapas, sushi and take-away require decorative table settings for many bite-sized servings. This spring, Royal Copenhagen is riding the small oval plate's wave of success with the addition of a small plate to its Blue Fluted Plain collection. The result is a modern design featuring the classic pattern – perfect for serving dishes in both the sweet and savoury kitchens.

### **The fine art of presentation**

Sushi, tapas, classic Danish open-faced sandwiches and creative cakes are more than just culinary delicacies. They are visual delights to be enjoyed as much with the eye as with the palate. Beautiful presentation of this type of "culinary art" is a challenge that is now being given a helping hand by the small oval plate. Measuring 19 cm, this elegant dish is ideal for serving starters, cheeses, desserts and sides, and also works well when serving sushi and tapas. The blue and white background stands in lovely and sophisticated contrast to spring-green wasabi peas and edamame beans, savoury olives, crisp crackers and other finger foods that help transform a meal into an unhurried and delightful social gathering.

Spring is also the high season in Scandinavia for luncheons when family and friends gather around a beautifully laid table – for Easter, at the summer cottage or on Sunday afternoon. The small oval plate comes into its own when used to serve everything from pâté and cold cuts to salads and cheeses, not to mention the green element in the form of cress, chives and other garnishes that top off the artful Danish open-faced sandwiches.



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The Blue Fluted Plain small oval plate (L: 23 cm) has a recommended retail price of EUR 549.

**Where to buy Royal Copenhagen**

Royal Copenhagen Dinnerware is available in leading homeware stores all over Denmark, as well as in the Royal Copenhagen online shop at [www.royalcopenhagen.com](http://www.royalcopenhagen.com).

For the dealer nearest you, please call tel.: +45 3814 4848.

For further information, photos, press samples etc., please contact:

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