



Press Release
Spring 2015

The ultimate universe for hot beverages



Since 1775, Royal Copenhagen has stood for the very best in Danish porcelain design. Both then and now, the products are carefully designed to match the trends and needs of the day, for style is a dynamic concept that evolves over time – just as our product range has. This spring, Royal Copenhagen has taken the temperature of the tea and coffee culture and launched an ultimate universe of mugs and cups for hot beverages. The product range comprises designs and sizes for literally every taste, showing special consideration to the many people who love plenty of milk.

In the past decade, the take-away culture has boomed – especially for coffee and tea products. Everywhere you look, you see *Latte*, *Americano* and *Chai* on the go. However, the desire to enjoy the flavourful coffeehouse experience doesn't stop there. We also love playing the home-barista, resulting in a new need for all the right gear. From the coolest espresso machine to the ultimate coffee grinder, milk frother and last, but by no means least, the perfect mug or cup that is just right for drinking from and large enough for our coffee or tea favourites with milk aplenty. Taking the barista culture as its point of departure, Royal Copenhagen is now expanding its range of mugs and cups for hot beverages and welcomes spring with a comprehensive selection of ample mugs with handles, minimalist thermal mugs and delicate cups featuring the elegant Fluted Mega pattern.

Tall and slender

With the introduction of this spring's new mugs and cups, Royal Copenhagen offers beautiful design for every occasion. The new spring additions can be used for all manner of hot beverages, from tea and coffee to hot cocoa and warm elderflower cordial. However, each design has been created with a specific beverage in mind. This is especially true of the lovely large cup with handle that has joined the Blue Fluted Mega and White Fluted ranges. With its 46 cl, the cup is ideal for a *grande*-sized coffee, tea or latte, and it is perfect for bringing with you to your favourite spot in the home to curl up with a page-turner or an enthralling film.



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The Blue Fluted Mega, Black Fluted Mega and White Fluted universe is also being expanded with a slender and elegant handleless design with plenty of room for the froth that so many associate with a perfectly served café-style latte or aromatic chai.

Meanwhile, the Blue Fluted Mega and Black Fluted Mega ranges are being augmented by a new high-handled design comprising a classic cup and saucer, both in a beautiful new floral pattern that adds a particularly elegant and feminine air to a lavish brunch table or high tea with the girls.

The Blue Fluted Mega cup with handle (46 cl) has a recommended retail price of EUR 549.
The Blue Fluted Mega thermal mug (39 cl) has a recommended retail price of EUR 599.
The Blue Fluted Mega high-handled cup (25 cl) has a recommended retail price of EUR 549.

The Black Fluted Mega thermal mug (39 cl) has a recommended retail price of EUR 599.
The Black Fluted Mega high-handled cup (25 cl) has a recommended retail price of EUR 549.

The White Fluted cup with handle (46 cl) has a recommended retail price of EUR 249.
The White Fluted thermal mug (39 cl) has a recommended retail price of EUR 299.

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.

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

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

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