Why disappoint a guest?
DIRECTV FOR BUSINESS

"HIP, RIDICULOUSLY ENTERTAINING"
–TV GUIDE

Thursday, Oct 16, 2008

QUESTEX MEDIA

Featured Events
Russia&CIS Hotel Investment Conference
21-22 October 2008
The Ritz-Carlton, Moscow

HOTEC Design 08 North America

Rolf Glass to conduct PourSure case study with Doubletree Hotel to measure wine consumption during holiday season

Oct 1, 2008
H&MM Week In Review

Hotel&Motel Management
Week in Review

Rolf Glass to Conduct PourSure Case Study with Doubletree Hotel to Measure Wine Consumption During Holiday Season

PITTSBURGH (September 25, 2008) – Rolf Glass and Doubletree Hotel & Suites Pittsburgh City Center have entered into an agreement to conduct a first-of-its-kind case study using Rolf Glass' innovative PourSure line of glassware.

The American cut glass manufacturer plans to use the results of the case study to help hospitality vendors better manage wine pouring and control bar costs.

PourSure wine glasses were introduced to the hospitality industry in the summer of 2008 as a method of reducing the over-pour of wine. PourSure features decorative designs etched onto dishwasher-safe glass to indicate the proper pour line for servers. The glassware comes with 4oz or 6oz pour lines and is sold in three different designs, with custom designs available.

Doubletree Hotel & Suites Pittsburgh City Center will conduct the study during its 2008 holiday event season. In order to obtain accurate measurements, the hotel will use the PourSure wine glasses at three to five of its events and compare the amount of wine poured with the amount poured at similar events that were held the previous year.

"We are thrilled to be collaborating with Doubletree on this venture," said Rolf Glass President Rolf Poeting. "It is our hope that PourSure will incur significant cost savings for Doubletree and for other hospitality vendors in the future."

The results of the case study are expected to be released in early 2009 after the data has been gathered. For more information on PourSure, please contact Betsy Rogerson at (412) 434-6934 x324 or brogerson@fittingroup.com, or visit www.poursure.com.

Ads by Google Hotel Training Hotel Hsia Hotel Internet Doubletree

Call for Entries
hotelworld
GLOBAL HOSPITALITY & DESIGN AWARDS
Las Vegas, March 3, 2009
Submissions due October 31
Click here to enter today!

H&MM Marketing Report Quarterly
Marketing Report
Hotel&Motel Management
H&MM's quarterly round up of hospitality industry sales and marketing news and analysis