

*Extension for coffee and snack segment / New items for presenting dinner*

**Enjoy by Bauscher: Indulgence of a special kind**

Weiden, Germany. March 2011. Bauscher Weiden, a BHS tabletop AG brand, this spring extends the *Enjoy* collection, successfully launched in 2010 and just awarded the “red dot” design award. At this year’s Internorga in Hamburg, the specialist in professional porcelain presented additional pieces for the coffee and snack segment, and – at first – introduced new items for dinner presentation. Restaurateurs and caterers can thus rely on the simple elegance of this collection at any time of the day and provide their guests with a harmonious, comfortable ambience for any event.

Design: Ottenwälder und Ottenwälder, 2010

**Coffee to stay – Enjoy your coffee at any time**

Inspired by the natural curves of a graceful chain, the *Enjoy* collection makes a captivating impression with its modern, timeless design that is both unusual and harmonious. The ongoing popularity of specialty coffees and teas is where the *Enjoy* collection really comes into its own: the lively design provides an extravagant showcase for each cappuccino, café au lait or cup of tea. The strikingly designed saucers and plates are a real treat for the eyes. The rounded shapes and variety of cup sizes make now this a perfect concept to be used in discerning cafés, trend-setting coffee shops and snack bars.

**Refreshing curves for a great start to the day**

Harmony and extravagance are by no means mutually exclusive, as shown in the design of the *Enjoy* collection. The shape of each item features an individual variation of catenary lines – harmonious, casual curves of natural elegance. The asymmetric pieces emulate the flowing

lines of a horizontally arranged chain. The round plates and saucers subtly follow these lines with their classic rim design, and the handles of cups, mugs and pots with their gentle, dynamic contour are delightful to the touch. A refreshing mixture, extraordinary yet simple. Thus, *Enjoy* is leaving a distinctive mark on porcelain design. Designed for those who not only want to indulge their guests, but to surprise them as well.

### **Sophistication for stylish snacks**

With the *Enjoy* collection, Bauscher is making a deliberate statement in the world of hot beverages and snack culture. For example, the two new generously designed, asymmetric plates – deep and flat – are excellently suited to serving all kinds of snacks, from soup or salad and light pasta dishes to classic sandwiches. They provide an extraordinary frame, get the guest's attention, and turn little sweet or savoury snacks into a special experience.

### **Enjoy Dinner - for a stylish finish to the day**

The *Enjoy* collection radiates international style – that's why it fits so well in the catering and hotel trade worldwide. The modern proportions of the round plates beautifully complement the asymmetric shapes. The wide, flowing rims subtly repeat the design concept of catenary lines and add a strikingly elegant note to any dinner. The clear, classic design thus sets a prominent stage for absolutely perfect dinner compositions.

### **Quality Made in Germany**

The *Enjoy* collection offers exciting scope for presentation and design, and also looks superb in combination with other Bauscher collections. Every piece of porcelain is perfectly suited to the hard daily wear of gastronomy. Bauscher porcelain is extremely robust and meets the highest demands on quality and functionality.

We would be delighted to send you pictures of the *Enjoy* collection on request. Please also visit our Bauscher media center at <http://media.bauscher.de>!

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