

The Zenan Zip

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Volume 1, Issue 1



Bringing The **Best** In
The World Of **Glassware**

Choose IT. Design IT. Love IT.



Welcome to the first issue of the Zenan Zip! Every month, Zenan will share office occurrences, tips and tricks, global initiatives, and product highlights. This newsletter will compile the best of the month for easy reading!

A Day in the Office



Coming to a city near you: a Zenan Glass sales rep! You can always find one member of team on the road: we're stretched from east to west coast and everywhere in between. This month, we visited our clients in the prairies.

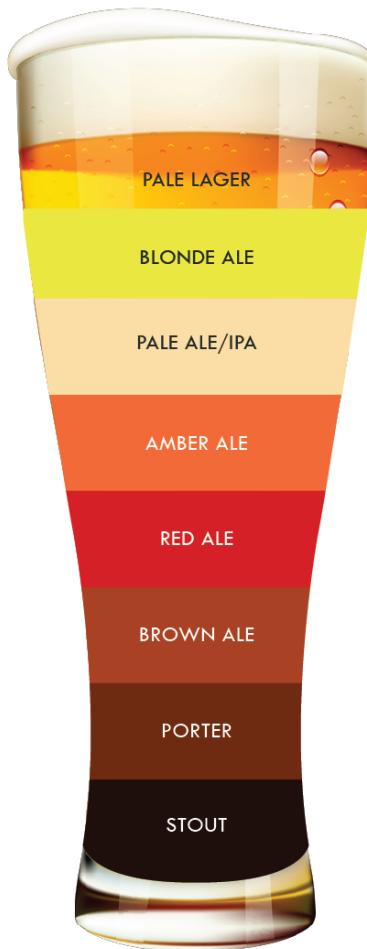
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Beer Trivia

- Beer was first made available in bottles in 1850, while it was first made available in cans in 1935.



Flavour Discovery: What's your Flavour?



There are many different beer domains ranging in colour, aromas, composition, and serving temperature. We're here to help break down 9 different beer categories; what flavor will you be?

1) Easy drinking

- Pale to golden
- Light in alcohol
- Very little malt/hop presence
- Aromatics are fruity and floral
- Serving temperature: 2-5° C

2) Refreshing

- Pale to dark amber
- Wheat beers (Belgian and German)
- Serving temperature: 2-5° C

3) Thirst quenching

- Light golden to dark golden or amber
- Malt and/or hops are pronounced
- Serving temperature: 2-5° C

4) Smooth

- Golden to black
- Aromatics are substantial, high levels of bitterness
- Serving temperature: 4-7° C

5) Full bodied

- Golden to dark brown
- Higher levels of malt, lower levels of hops
- Mouth coating characteristics
- Serving temperature: 4-10° C

6) Robust

- Dark brown to black
- Roasted flavours, chocolate and coffee are dominant
- Hop aromatics aren't present, but the bitterness is
- Serving temperature: 7-12° C

7) Bold

- Golden to dark amber
- Hop aromatics are bold, malt is subdued
- Alcohol levels are high
- Serving temperature: 5-14° C

8) Complex

- Golden to black
- No hop aromatics, malt aromatics and flavours are diverse (yeast also dominant)
- Alcohol present but not harsh
- Serving temperature: 7-17° C

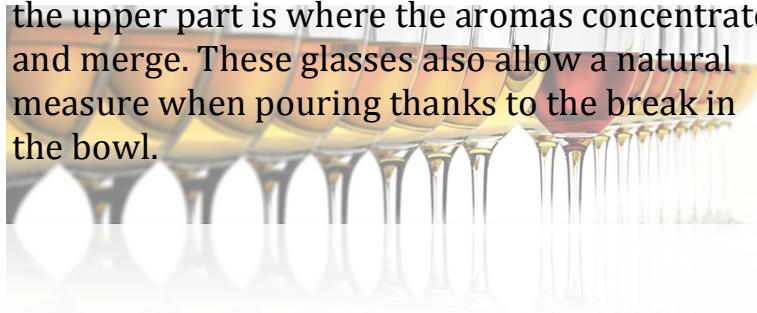
9) Fruity

- Golden to red
- Fruity aromatics/flavours are dominant, include tart and sour
- Serving temperature: 2-7° C

From Barrel to Bacchus: Chef & Sommelier Wine Glass Collection

Zenan carries a variety of stunning wine glasses from differing Chef & Sommelier collections, perfect for any type of wine or setting.

The Open Up collection is great for young wines. The shape of these glasses allows for the imitation of decanter function; there's a large surface for oxygenation to happen. The lower area of the glass is where aromas develop, and the upper part is where the aromas concentrate and merge. These glasses also allow a natural measure when pouring thanks to the break in the bowl.



Whisky 101

Did you know...

Adding water to your whisky brings out its aromas. It also tempers the alcohol levels, decreasing the numbing effect some may experience. Thankfully, Zenan is the Canadian distributor for Uisge Source Whisky Water. This includes the Islay, Highland, and Speyside whisky waters, differing in their Scottish whisky region.



Zenan Glass Global Initiative

“Your greatness is not what you have, but what you give”

Here at Zenan Glass, we take our global initiative seriously. Since 2010, Zenan has been running our own charity projects with a hands-on contact in the village of Klonou, Togo, West Africa. We've built schools, a water tower, and wells. Recently, we received amazing news: the water is flowing in Klonou! This means the villagers don't have to walk miles to collect their water. Pictures truly are worth a thousand words; their faces say it all. Zenan Glass is proud and humbled to be a part of these amazing initiatives, and we look forward to supporting many more.



Zenan Glass releases their Holiday Flyer!

With the holidays just around the corner, we've created our must-have holiday flyer and guide: the European Crystal collection. These European Crystalline glasses are the perfect gifts for friends and family, and a great addition to any bar or restaurant, as they're sure to add a touch of elegance to any occasion. There are a variety of shapes and capacities, from classic

beer glasses to more modern stem shapes. Currently, we have a great offer running: you can mix and match any of these glasses (a minimum of 72 pieces) with a 1-colour print, and receive accompanying gift boxes, all for \$2.65! You can check out this flyer on our Facebook page, or get it sent to you through your sales rep.



Zenan Glass
430 Flint Road
North York, Ontario, M3J 2J4

cindy@zenan.ca
nas@zenan.ca
michaelb@zenan.ca
vishal@zenan.ca



@zenanglass



@Zenan_Canada



@zenanglass