



LIBBEY  
PROFESSIONAL  
INSIGHTS 2019

ISSUE 04

*Slow it Down* X MAKE IT FAST



the *Power* of

X



When potent ideas, people  
and inspiration combine,  
amazing new opportunities  
for success come alive.

**That's the power of X.**  
And it's what this year's  
Libbey Professional Insights  
are all about.

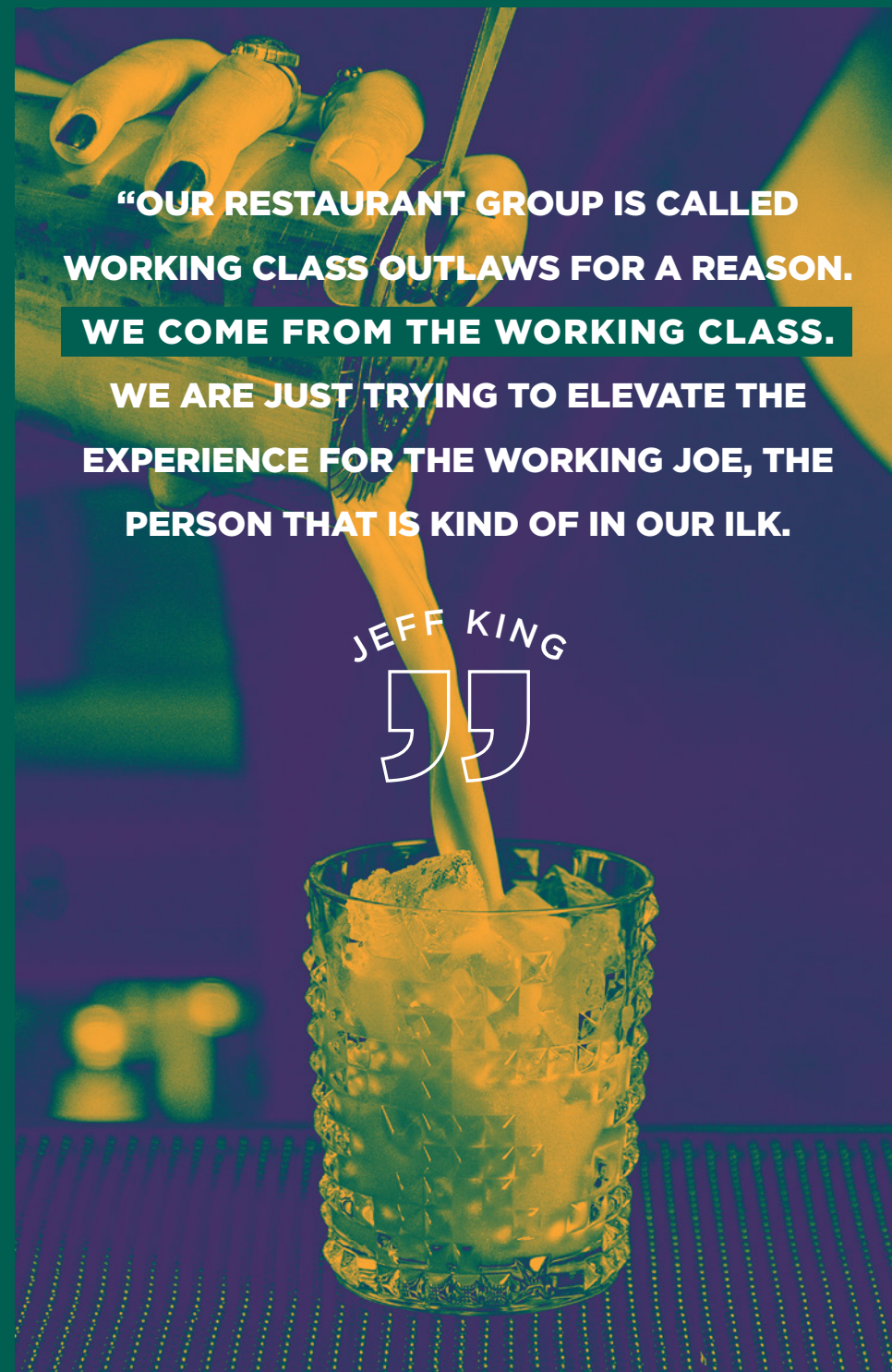


**The Working Class Outlaws restaurant group owns three acclaimed venues in the Detroit suburb Ferndale,** which each focus on creating unique culinary experiences without being overly formal. “I don’t want any of our places to feel stuffy or refined,” said co-owner Jeff King. “It’s definitely supposed to be a fun experience for whichever one you go to. We’ve tried to elevate the dining experience for the casual diner.”

**Antihero is a rebellious twist on Japanese pub-style bar and eateries known as “izakayas,”** which focus on creating a relaxed atmosphere where guests can snack and drink for hours. Its distinctive menu serves small playful dishes of Japanese comfort food to complement a breadth of drink options.

**Public House is dubbed “an American heritage bar” and serves modern twists on classic dishes in a casual, eclectic environment.** Its garage door style front gives an open feel, and it also features a covered, heated patio with communal picnic tables where guests can get draft beer served out of a restored Shasta RV camper.

**Imperial serves LA-style street vendor tacos made from scratch with mostly locally sourced ingredients.**



**“OUR RESTAURANT GROUP IS CALLED WORKING CLASS OUTLAWS FOR A REASON. WE COME FROM THE WORKING CLASS. WE ARE JUST TRYING TO ELEVATE THE EXPERIENCE FOR THE WORKING JOE, THE PERSON THAT IS KIND OF IN OUR ILK.”**

JEFF KING  
””

# SLOW SLOW

*it down* X *make it*

# FAST

Today's guests are torn between speed and savoring – hectic lives versus a craving for enriching experiences. You can cater to all paces of life by offering guests more of an “omnichannel” experience, providing flexible ways for guests to enjoy on any schedule.

Delivery, food trucks and off-premise food are booming, as are micro-chains that tap into crossover categories like “grocerant,” “fast casual” and “polished casual” that blend elevated experiences with greater convenience. No matter the format, presentation is as important a part of the package as ever to create a cohesive and lively brand that keeps guests engaged, for however long they can stay.

Inside this issue, explore how endlessly versatile Libbey® products help you create fresh presentations in just about any setting.



Shown: Playground Nara, SCHÖNWALD Shiro dinnerware and Master's Gauge® Santa Cruz Chroma flatware.



# Polished

## YET LAID BACK

Venues that serve a more casual take on fine dining are putting renewed focus on exceptional experiences –

without stressing the formalities. This appeals to a growing number of guests who are looking for great tasting food while avoiding the fuss of traditional fine dining establishments.

Whether minimalist pieces that provide less restricted options for creative expression or one-of-a-kind dishes that exude raw personality, these Libbey® products will help you artistically redefine your premium presentations with an organic, down-to-earth vibe. Letting guests savor something unique and memorable in a more relaxed atmosphere. T-shirts welcome.

Shown Left: Playground Nara Rectangular Platter



## SAKE IT TO 'EM

Thinking beyond wine or beer flights can give guests surprising and flexible choices while commanding premium prices. Antihero serves up these sake flights, which let guests sip and savor all night, served in Master's Reserve® Modernist 2½ oz. cordial glasses.

While Americans probably already know their favorite wine, these flights let guests explore the endless unexplored subtleties of this riced-based drink.

## COAST & COUNTRY

Create shareables and zesty “make your own” experiences. Features a cast-iron look with matte glaze that captivates for elevated grilling.

## X

Innovative shape helps maintain the crispiness of grilled and fried foods, serving them with sizzling delight.

2 SKUs

## PLAYGROUND



# Polished

New **SCHÖNWALD Shiro dinnerware** features a modern, sleek take on white dinnerware, a great way to elevate your intentionally casual dishes. Its relaxed yet refined style works great for Antihero's bulgogi steak tartare, which combines quail egg, rayu, sesame and rice chicharron.

**SCHÖNWALD**  
Germany



**SHIRO**  
Relaxed Nordic understatement and simplicity provides a greater scope for creativity.

**X**  
Sturdy edges, deep coupes and distinctive contours are ideal for modern, original cuisine.

**18 SKUs** in diverse shapes, including standard and deep coupes.

“We’re not talking about fine dining, but there isn’t any reason why you can’t have a good presentation in a more casual setting that makes somebody feel like we care about our business and what we serve.”

Jeff King, Co-Owner  
Working Class Outlaws, Detroit

**NACHTMANN PUNK**  
Color generates emotional appeal with food and drink, some say just as much as the way it tastes. Instead of serving premium cocktails in more traditional glassware, your bright and colorful concoctions can take on a new distinctive look in glassware that’s equally rich with character.

Also shown: Master’s Gauge® Equity flatware





# Anywhere

EATING, MADE UPSCALE



**FARMHOUSE MELAMINE**  
World® Farmhouse® melamine options deliver superior durability that make them ideal for creating down-to-earth presentations just about anywhere, while being lighter weight and easier for staff to carry. Create fresh takes on farm-to-table presentations or use it to add warmth to nostalgic dishes.

With increasingly casual and outdoor dining environments, food trucks and other off-premise solutions, it might seem like a challenge to maintain the same caliber experience everywhere. It doesn't have to be. In fact, the setting changeup can be an opportunity - giving you the choice of either complementing indoor, on-premise presentations or using it as a blank slate to cook up an exciting style of its own.

Libbey® drinkware, serveware and dinnerware made from durable, go-anywhere materials let you serve guests wherever they want to go while maintaining an on-brand aesthetic rich with character. They're tough enough to serve on the porch, rooftop, at the bar or poolside - yet stylish enough to bring indoors - helping you find new profitable opportunities in every corner of your property and beyond.

Anywhere

Serve your elevated craft beers in style anywhere with Infinium® premium plastic drinkware. Made of 100% BPA-free Tritan™ copolyester, these durable options feature glass-like clarity and are available in an extensive range of options including four beer glasses, a versatile range of tumblers and much more.



#### LIGHT WEIGHT ASPIRE

Textured handle design is perfect for takeout, catered events, outdoor venues, elevated delivery service and much more.

#### X

Recyclable, plastic-free option appeals to environmentally conscious customers.

Brandware® Light Weight Aspire 18/0 recyclable flatware is a great, elevated to-go alternative to plastic and bamboo utensils.

Available in five shapes, including a bouillon spoon.

**WORLD**  
TABLEWARE

Sleek and stylish World® Melamine Serving Boards feature authentic-looking faux wood, marble and slate styles that create the earthy feel of natural materials - for a warm, contemporary look that elevates presentations and price points.



50% or more of fast casual venues' food is consumed off the premises, significantly reducing the restaurant size needed to serve the same number of customers.

source  
Baum Whiteman 2018 Trends







ISSUE 01 *Do More* X USE LESS

ISSUE 02 *What's Old* X MADE NEW

ISSUE 03 *Keep it Clean* X MAKE IT TASTY

ISSUE 04 *Slow it Down* X MAKE IT FAST



**EXPLORE THE COMPLETE LIBBEY  
TABLEWARE COLLECTION**

A diverse family of Libbey® brands provide versatile options designed to enliven any dining experience. Discover the possibilities at [foodservice.libbey.com](https://foodservice.libbey.com)

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