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Our goal is to address consumer needs in wine glasses, by redesigning the traditional wine glass to be easier to hold, and incorporating features that will enhance the experience of wine consumption.

The glass will be easy to hold, limiting tissue compression stress (ischemia).

The glass will be elegant, with similar aesthetics to the traditional wine glass.

The glass takes up less, or an equal amount of shelf space to store than traditional glasses. Since we are concerned with consumer, home use, we are considering home shelf storage, and are not particularly concerned with the restaurant setting.

The glass will be easy to clean.

The glass will make it easier to achieve proper drinking temperatures for wine.

The glass will be easy to drink from, avoiding stress on the neck and wrist.

The glass will be stable when placed on a flat surface.

the glass will be dishwasher safe.

The glass will accommodate a wide range of hand shapes.

The glass will resist lipstick stains.

The glass will resist fingerprint marks.

The glass will avoid breakage under normal use.

Each wine glass will be distinguishable, to prevent confusion.  
The glass will be easy to fill from a bottle.

The glass will allow drinker to drink every last drop.

The glass will minimize packaging and shipping costs.