

***SAKURA by Riedel***  
*Taste and enjoyment in perfect harmony*



The Japanese cherry blossom (Jap. 桜 **sakura**) is admired for its beauty all around the world and symbolises the transient nature of life. It reminds us to live in the present and to truly savour the wonderful moments in life.

The new *Sakura by Riedel* decanter is inspired by this symbolism. Maximilian Riedel conceived the design on one of his many trips to Japan. “The cherry blossom season in Japan is one of the most breathtaking natural spectacles I’ve ever seen,” he says. “This decanter is an homage to its unparalleled beauty and also to Japanese culture, which is closely entwined with the *sakura* philosophy.”

Japan is one of Riedel’s primary markets worldwide. For more than 20 years, Riedel’s own subsidiary has been the market leader there. The fact that there are already 15 Riedel shops in Japan bears testimony to the great success of the Riedel brand. The store in the luxurious Ginza shopping district in Tokyo, which opened in 2019, has a truly unique concept: in addition to the Riedel collections, more than 300 wines and foods are offered there – an extremely successful combination!

The handmade, limited edition decanter is a delicate beauty with a simple yet elegant shape. The slightly abstract representation of the *sakura* blossom forms the heart of this decanter and serves as a symbol of hope, especially in these times.

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