

Finnish company patented a glass that revolutionizes whisky tasting

The ledges at the top of the glass and the hourglass-like shape together bring out the aromas of whisky and are able to prevent the numbing effect of ethanol in the nose, inventor chemist Jari Tuominen explains.



SAVU whisky glass. Photo: Levälämpi Photography

Surprising and astonishing, nevertheless true.

The Finns have developed a glass that adds a whole new dimension to the traditional and widely practiced whisky tasting.

The ledges at the top of the glass and the hourglass-like shape prevent the numbing effect of ethanol and allow access to the aroma of the drink. This allows for an optimal aroma experience.

"One hundred percent of our customers say they notice a clear difference between traditional glasses and SAVU," says inventor chemist **Jari Tuominen**.

Whisky contains a large number of aromas

SAVU's story began in Midsummer in 2019, when Tuominen was tasting whiskies with friends. The discussion turned to a problem well known to those skilled in the art about the burning effect of ethanol in the nose and how to improve the aroma experience.

For whisky aficionados, this is a lifelong question and a challenge. Beginner whisky enthusiasts often focus on taste, more experienced whisky aromas.

"An advanced whisky enthusiast can distinguish almost as much aroma from whisky as from wine," says Tuominen.

A normal whisky glass passes ethanol directly into the taster's nose in a steady stream. Various aroma glasses, such as Glencairn glass, which has become a classic among whisky tasters, are already perceived as better, but Tuominen thinks that the task is not done well enough either. Most aromas remain hidden under strong alcohol fumes.

Tuominen, with decades of experience of chemistry and aroma research, believed that the solution to the problem could lie in the form of glass. He began developing glass in collaboration with glass artist **Kari Alakoski** and the Universities of Helsinki and Turku.

The fifth prototype was already marketable. Alakoski shaped the lower part of the glass to taper upwards and the upper part to the opposite, which gives the glass its strong and recognizable hourglass-like shape.

The neck of the glass limits the rise of ethanol to the top and to the nose. The ledges at the top of the glass mimic the whisky distillation process. From the small amount of whisky on the shelves, the ethanol quickly evaporates, after which the enjoyer is given free access to sense the aromas of the whisky. In addition, the aroma compounds come out of the glass according to their chemical and physical properties, allowing everyone to sense different scents, from fruity and floral to vanilla, for example.

Thousands of glasses have already been sold

SAVU glass has already gained popularity among enthusiasts in the field. Several thousand pieces of glass have been sold, so far mainly to Germany and Finland. Sweden is now starting and we also have a very active team in Australia.

However, the company's goal is in the international market. Noble Glass Oy, which manufactures SAVU, has obtained patents for the invention in North America, EU countries, Japan and China.

Janne Savolainen, who is responsible for the company's business development, marketing and sales, says that interest in glass has been shown especially among whisky hobbyists in Central Europe and among professionals in the beverage industry.

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