



The Mug+ is available in four colours.

Nov 07, 2023 11:35 GMT

## **NEW: The Mug+ Keeps Coffee Warm and Hands Comfortably Tempered**

**Rosenthal launches The Mug+: a must-have mug made of fine porcelain that's not just for coffee lovers. It will be available exclusively in the online shop starting November 2023.**

Whether cold-brewed coffee, latte macchiato or hot herbal tea, Rosenthal has just debuted a new statement mug that celebrates relaxed moments and ensures perfectly tempered enjoyment.

It's in the feel: With sleek lines and a smooth, silky surface, the new **The Mug+** elevates daily coffee or tea enjoyment to a high art of living. Its light, graceful porcelain shape - matt on the outside and glazed on the inside – provides an outstanding haptic experience. Thanks to its double-walled design, the mug is excellent at keeping cold drinks cool and hot drinks warm. It also reduces the risk of burns for lovers of hot beverages.

Elegant design and pure minimalism: in the subtle colour nuances of Comfort Blue and Gentle Grey, as well as contrasting versions of black and white, the mugs (height: 11 cm, volume: 300ml) represent a modern zeitgeist. They are stylish everyday companions and function as soloists at home when working remotely or in the office, but also as elegant team players on the coffee table with friends.

With this new mug, Rosenthal celebrates moments of relaxation in everyday life and focuses on the highest quality and taste, as it has been for almost 145 years.

Indulgence is raised to the next level, and everyday things are elevated to art.

**The Mugs+** will be available from **November 2nd** online for a limited time at [rosenthal.de](https://www.rosenthal.de).

The mug costs € 24.50 (RRP) and comes in a stylish gift box.

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## **From Porcelain Pioneer to an International Design Company**

Rosenthal products stand out for their design, function, quality and ongoing innovative spirit. Established figures from the worlds of architecture, design and art, but also the smart newcomers and talents design avant-garde dining collections, sophisticated interiors and exclusive gifts. With exceptional craftsmanship, Rosenthal has been producing porcelain "Made in Germany" for more than 140 years. At the same time, the two porcelain factories in Selb and Speichersdorf are among the most modern production facilities in the porcelain industry worldwide and deliver sustainable manufacturing with careful use of resources thanks to the forward- looking investments that have been made.

## Contacts



**Barbara Stockinger-Torelli**

Press Contact

Pr Manager

[barbara.stockinger-torelli@rosenthal.de](mailto:barbara.stockinger-torelli@rosenthal.de)

+49 170 413 8510