

Guests on the new AIDAbella enjoy meals served on dishes from Weiden:

AIDA Fleet Sails with Bauscher Chinaware on Board

Weiden, April 2008. Bauscher Weiden has brought a couple of spectacular new seagoing customers on board: The enterprise will provide tableware to the newly built AIDAbella as well as the AIDAdiva, launched in 2007. Thus the fleet of five ships sources nearly all its china from Bauscher, impressively attesting to the quality of the company's products and services. Transocean Tours, one of Germany's most prestigious high seas and river cruise charter companies, relies on premium products made in Weiden and has tasked Bauscher to supply tableware to the MS Marco Polo.

When the AIDAbella sets off on its maiden voyage, debarking from Warnemünde on April 24 to Norway, guests on board will enjoy meals served on dinnerware provided by the Weiden-based porcelain manufacturer. Bauscher provides a mix of tableware lines to the seven restaurants on the 250-meter cruise ship, each serving to satisfy different demands. The proven PRISMA line of dishes, specially adorned in several colors, will feature prominently in the buffet-style restaurants. Bauscher created a special design for the Steakhouse restaurant. Based on the RAFFINESSE line, it features western themes. The gourmet restaurant Rossini will serve meals on COMPLIMENTS and OPTIONS tableware. Bauscher customized these extravagant designs specifically for the cruise ship.

This year the boutique restaurant on the sister ship of the same name, AIDAdiva, also began setting its tables with Bauscher dinnerware. The restaurant had sourced china from a competitor, but opted in March to go with Bauscher, making the Weiden-based enterprise the all but exclusive chinaware supplier for the entire AIDA fleet.

The MS Marco Polo is another winning proposition for Bauscher. Following extensive renovation and modernization, the biggest ship in the Transocean Tours line began using Bauscher chinaware in its onboard restaurants in March. The traditional design of the GALA line is a perfect match for the ocean liner's venerable style. With its dark blue base, white superstructures, and classic silhouette, the GALA design fits in beautifully with the cruise ship's look and feel. The MS Marco Polo is the second ship in Transoceans Tours' fleet equipped with Bauscher chinaware, the other being the MS Astor.

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