

# Why Clear Ice is Important

Crystal-clear ice is the result of higher density and fewer impurities. It is produced by directional freezing via an in-house ice program or purchased from a commercial supplier.

## SLOWER MELTING REDUCES DILUTION

High-density ice has a slower melting rate, meaning drinks stay colder for longer, without being over-diluted, preserving the intended balance and strength of a cocktail.

## IMPROVED FLAVOR

Without impurities, the flavors of ingredients shine through, delivering a cleaner and more enjoyable experience.

## VERSATILITY + ENHANCED PRESENTATION

Clear ice can be formed into cubes, spheres, or custom shapes, offering flexibility when presentation is key. Crystal clarity elevates the visual appeal of cocktails, further enhancing the overall experience.

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Our *FRM-2-C Craft Ice Holding Freezer* stores craft ice at -5 to 10F, preserving it's best quality and clarity.

**Glastender**<sup>®</sup>  
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