



Designed
To Serve

[CFS BRANDS]

Diamond *Esencia*

Dinnerware Collection
Product Launch Toolkit



Why Diamond Esencia

Short Description

#LatinInspired #ClassicWithCharacter #TimelessTabletop #CoordinatedTabletop

Diamond Esencia is a Latin-inspired melamine collection on G.E.T.'s proven Diamond body, delivering classic blue-and-white style with the durability required for high-volume hospitality. Designed to coordinate with **Corona Zócalo B** porcelain and **Solera drinkware**, it creates a cohesive tabletop across service needs.



Why Diamond Esencia

Primary USP

A durable, Latin-inspired tabletop system designed for high-volume hospitality, offering a consistent look across melamine, porcelain, and drinkware without compromising performance.

Long Description

#LatinInspired #ClassicWithCharacter #TimelessTabletop #CoordinatedTabletop

Diamond Esencia brings a Latin-inspired blue-and-white design to G.E.T.'s trusted Diamond melamine body, combining visual warmth with everyday durability. The rim-driven pattern keeps food as the focus while adding a recognizable, classic tabletop look.

Designed for high-volume dining, **Diamond Esencia** supports a wide range of menu applications across casual dining, resorts, cruise lines, and outdoor settings. When hot service or salamander finishing is required, the collection coordinates seamlessly with Corona Zócalo B porcelain, allowing operators to maintain a consistent look across materials. Paired with **Solera drinkware**, **Diamond Esencia** delivers a flexible, cohesive tabletop solution designed for performance and efficiency.

Features & Benefits

- **Latin-inspired blue-and-white rim design** – Delivers a recognizable, classic Latin aesthetic while keeping food as the focal point through a clean white well
- **Proven Diamond body construction** – Built on G.E.T.'s trusted Diamond melamine platform to support consistent performance in high-volume foodservice environments
- **Balanced forms and proportions** – Improved handling and control through well-balanced shapes designed for efficient service and easy stacking
- **Coordinated multi-material solution** – Seamless visual coordination with Corona Zócalo B porcelain and Solera drinkware for a cohesive tabletop across service needs
- **Durable melamine construction** – Long-term durability and reduced replacement costs through melamine construction built for demanding hospitality operations



Target Audience

Key targets

- Casual & fast-casual restaurants
- Chain restaurant concepts
- Cruise lines
- Hospitality & resorts
- Latin-inspired dining concepts

Application

- Everyday operational dining
- Outdoor & poolside service
- Upper-deck cruise dining
- High-volume service lines
- Coordinated melamine + porcelain tabletops

Sales Elevator Pitch

Diamond Esencia is a Latin-inspired tabletop solution built on G.E.T.'s proven Diamond melamine body. It gives operators a durable, cost-effective foundation with a classic blue-and-white look, while coordinating seamlessly with **Corona Zócalo B** porcelain and **Solera drinkware**. The result is a cohesive tabletop program that performs across high-volume hospitality and adapts to different service needs.



Competitive Landscape



Anfora Puebla



Delfin Viva



Belisa



Thunder



Stoneware

Melamine

 Offering

11

Total SKU's



4

Round Plates



5

Round Bowls



2

Oval Platters



Offering



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4 Round Plates



WP-6-DE
Wide Rim Plate,
White with Blue Decal
6"
48 ea.



WP-7-DE
Wide Rim Plate,
White with Blue Decal
7"
48 ea.



WP-9-DE
Wide Rim Plate,
White with Blue Decal
9"
24 ea.



WP-10-DE
Wide Rim Plate,
White with Blue Decal
10"
48 ea.



Operational
Classics



Dishwasher
Safe



Shatterproof



Cost effective



Heat Resistant
(14° - 212°F)



BPA Free
Product



2 yr Limited
Warranty



Foodsafe



Do not
Microwave



Not
Oven Safe



No Serrated
Knife



No Abrasive
Cleaner



5 Round Bowls



B-454-DE
Round Narrow Rim Bowl,
White with Blue Decal
4.5 oz
4.75" Dia, 1.25" H
48 ea.



B-127-DE
Round Narrow Rim Bowl,
White with Blue Decal
12 oz.
7.25" Dia, 1.75" H
24 ea.



B-525-DE
Round Rimless Bowl,
White with Blue Decal
16 oz (16.4 oz Rim-Full),
5.25" dia, 2.5" H
24 ea.



B-24-DE
Round Rimless Bowl,
White with Blue Decal
24 oz
7.5" Dia, 2.75" H
24 ea.



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Cleaner

2

Oval Platters



B-2412-DE
Round Wide Rim Bowl,
White with Blue Decal
24 oz
12.5" Dia, 2" H
12 ea.



OP-950-DE
Wide Rim Oval Platter,
White with Blue Decal
9.75" W x 7.25" L
24 ea.



OP-120-DE
Wide Rim Oval Platter,
White with Blue Decal
12" W x 9" L
12 ea.



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Classics



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Coordinating Products

Solera



Corona Zocalo



Viva Mexico



Heiss Tabletop



Factsheet



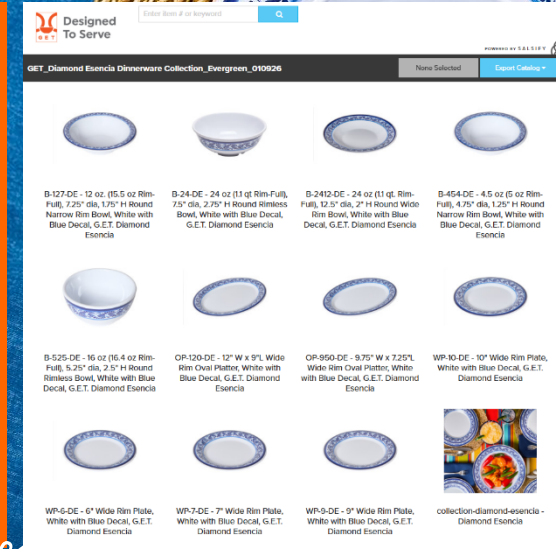
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Product Info & Assets



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Suggested Sample Set

To experience the versatility and performance of **Diamond Esencia**, we recommend starting with a core selection of plates, bowls, and serving pieces.

How to Request Samples

To order samples, please share item numbers and request samples at:

Samples@getserveware.com



WP-7-DE
Wide Rim Plate,
White with Blue Decal
7"
48 ea.



WP-10-DE
Wide Rim Plate,
White with Blue Decal
10"
48 ea.



B-2412-DE
Round Wide Rim Bowl,
White with Blue Decal
24 oz
12.5" Dia, 2" H
12 ea.



B-454-DE
Round Narrow Rim Bowl,
White with Blue Decal
4.5 oz
4.75" Dia, 1.25" H
48 ea.



B-525-DE
Round Rimless Bowl,
White with Blue Decal
16 oz (16.4 oz Rim-Full),
5.25" dia, 2.5" H
24 ea.



OP-950-DE
Wide Rim Oval Platter,
White with Blue Decal
9.75" W x 7.25" L
24 ea.



Thank You!



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To Serve**

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