

VINOTEMP &

ChiefExecutive.net | Wine-Fridge Maker Chills While Navigating COVID-19

Vinotemp's CEO, India Hynes, is highlighted in the refreshingly honest write-up about what it takes to continue being a leader in the wine storage and appliance industry. Her journey along with her energy and unique truth are shared, as is her devotion to "...be a female-led company that can compete with the Samsungs and LGs of this world."

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Vinotemp isn't waiting for the coronavirus flood to recede before betting on the new lay of the land after the pandemic. CEO India Hynes is revving up production of the company's wine-cooling systems and other equipment at a \$2-million refurbished building in her new home state of Nevada, aggressively seeking extra business from retail outlets whose buyers are stuck at home receiving phone calls these days, and is even considering an ambitious diversification strategy.

"People have been hoarding and storing things these days, so there's an opportunity for us – a good time to brand us into things that are outside wine," said Hynes, who is the daughter of founder Francis Ravel. Vinotemp already added some residential kitchen appliances to its line last year.

"Everyone has been buying our freezers during the pandemic. And I'm kind of looking at it and saying, 'Maybe we need to get into more other kinds of appliances' and outside wine. I want to be a female-led company that can compete with the Samsungs and LGs of this world, with ovens and dishwashers. I'm kind of excited."

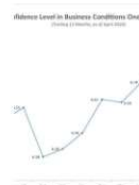


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