

THE RETAIL observer

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AN EYE ON THE INDUSTRY SINCE 1970

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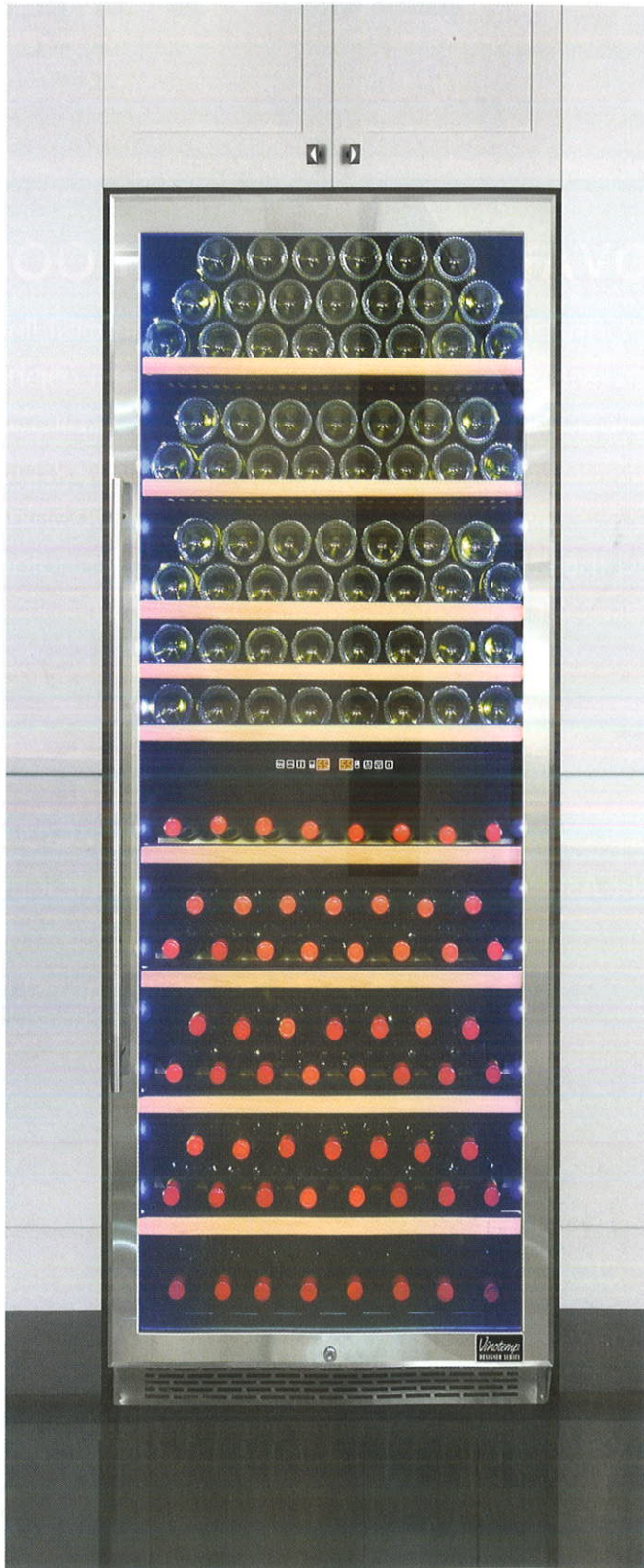
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Just 30" wide, the new wine cooler holds 300 bottles of wine in two temperature zones, nearly doubling the storage capacity of other wine coolers available in the United States.

There is a market demand for leveraging refrigeration to properly store, age and easily access wine collections. According to a study from the University of Cambridge ("The Price of Wine" by E. Dimson), collecting and properly storing wine has long-term investment advantages, "...we estimate a real financial return to wine investment of 4.1%, which exceeds government bonds [and] art..." But properly aging wine requires much more than an ordinary 24-bottle wine refrigerator, yet many wine collectors enjoy the convenience and simplicity of wine coolers.

So, collectors are searching for a storage solution that is easily accessible and able to properly store more than just two cases of wine. "Vinotemp's Designer Series 300 Bottle Dual Zone Wine Cooler is the perfect solution to current market needs," states India Hynes, Vinotemp CEO. "In addition to its unmatched ability to store and easily access 25 cases of wine in two temperature zones, its front venting system also allows for seamless integration, so it's a great option for incorporating ample, easily accessible wine storage to nearly any kitchen design."

Vinotemp's newest wine cooler's impressive storage capacity is groundbreaking for the kitchen appliance industry as it provides interior designers with the ability to specify ample wine storage into kitchen environments that are, by nature, designed for entertaining. Front vented, with two independent temperature zones, the Designer Series 300 Bottle Dual Zone Wine Cooler is perfect for storing both red and white wines at their optimum temperatures and includes:

- **Vinotemp Blu™:** A blue light-emitting diode (LED) interior lighting system that's both aesthetically pleasing and functional as it helps reduce the growth of bacteria and mold.
- **Dual-Zone Cooling System:** Features two compartments; upper zone 40-56°F and lower zone 54-65°F.
- **Specially designed wine racking:** Ensures each bottle is securely cradled in a vibration free environment.
- **A dual-pane, argon-gas filled insulated glass door:** Reduces UV radiation and is enclosed in a one-piece, seamless stainless steel frame.
- **Handle choices:** A choice of two designer handles allows for seamless integration with other kitchen appliances.
- **Touch-screen temperature control:** A centrally located control panel makes it easy to set and monitor the temperature of the cooler and turn the interior lighting on or off.