

Vinotemp to Add a Touch of Green

by Michael Rudnick
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Rancho Dominguez, Calif. -Vinotemp is stepping into new green turf with a line of environmentally friendly wine coolers that it will debut at the Kitchen/Bath Industry Show & Conference later this month.

The wine coolers, labeled the Green Line, are powered by thermoelectric technology, as opposed to traditional compressor-powered units. The thermoelectric units, unlike their ozone-damaging chlorofluorocarbons and hydrochlorofluorocarbons, said Vladislav Ozerof, Vinotemp's vice president of marketing.

Thermoelectric technology also does not involve any moving parts, allowing for quiet operation devoid of any vibrations that could compromise the quality of the wine, he said.

Vinotemp's previous wine cooler units utilize compressors, Ozerof said, noting that the company will continue to use this technology with its larger units, which require a higher level of power provided by compressors. "The [thermoelectric] units will not be bigger than [32-bottle capacity], because thermoelectric can not handle larger amounts," he added.

The Green Line will include a freestanding six-bottle, 12-bottle, 16-bottle, 28-bottle and 32-bottle capacity units. All of the wine coolers are single-zone temperature, with the exception of the dual-zone 32-bottle unit. The line ranges from \$136 to \$429, Ozerof said. The wine coolers feature a black cabinet with stainless-steel doors, trim and handles.

Avanti and Sunpentown also are offering this alternative technology in the wine cooler category.