



## VINOTEMP &

### Retail Observer | "Industry News"

The announcement of Vinotemp adding a new appliance line (Brama by Vinotemp) – marked by the launch of Vinotemp's new Brama Stainless Steel Dishwasher – is featured in the latest issue of the trade publication. The write-up highlights the new Brama Stainless Dishwasher's features, including its ENERGY STAR certification, impressive capacity, and quiet function.

### AUDIENCE: Print | 40,500

"Retail Observer is edited for retailers who sell major appliances and kitchen and bath products. Reviews new products and features shows and events. Also covers news about people, as well as industry affairs, conventions and buying group meetings."

– Retail Observer

Vinotemp

### VINOTEMP ANNOUNCES NEW KITCHEN APPLIANCE LINE WITH LAUNCH OF BRAMA STAINLESS DISHWASHER

As the first product to launch in Vinotemp's new Brama appliance line, the Brama stainless dishwasher's impressive capacity and multitude of features showcase the appliance line's dedication to performance.

Vinotemp®, the recognized leader in architectural wine storage solutions and cooling technology, announced a new line of kitchen appliances, Brama by Vinotemp, with the launch of the Brama stainless dishwasher. As the first appliance offered in the new Brama line, the ENERGY STAR® certified dishwasher boasts a multitude of features including an impressive 16 place setting capacity, flexible racking and quiet operation.

"We're excited to announce Brama appliances by Vinotemp with the launch of the Brama stainless dishwasher as it marks a new milestone for our company," states India Hynes, CEO of Vinotemp. "As the name 'Brama' implies, the appliances are strong, and we've dedicated years of research to ensure their strength is balanced with sleek design. We're proud to unveil the Brama stainless dishwasher as the first product in the appliance line as its numerous features fully showcase its, along with the line's, dedication to performance."



Featuring a third rack, a flexible racking system (to accommodate tall dishes) and an easy-to-clean stainless steel door, the first offering in Vinotemp's new Brama appliance line also includes:

- **Impressive capacity.** Designed and manufactured to clean and sanitize large loads of dishes, the Brama stainless dishwasher boasts an impressive 16 place setting capacity.
- **Low energy and water use.** ENERGY STAR certified, the dishwasher is energy efficient and features a self-cleaning multi-filter system, which reduces the amount of water used to clean.
- **Quiet function, dynamic cleaning.** Operating at 44dB, the Brama stainless dishwasher is notably quiet while offering 6 washing options, 6 cycle selections and a turbidity sensor to customize and enhance cleaning.

Visit [www.vinotemp.com](http://www.vinotemp.com) to learn more about Vinotemp's new Brama stainless dishwasher.