

PR HIGHLIGHT

Vinotemp® July 2020

THE RETAIL observer

AN EYE ON THE INDUSTRY SINCE 1970

VINOTEMP &

Retail Observer | Industry News

Highlighted for its convenience and functionality, the newest addition to Vinotemp's Brama line of appliances – the Brama Outdoor Refrigerator – is featured in the current issue of the popular trade magazine.

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



INDUSTRY [NEWS]

JULY

Vinotemp

NEW VINOTEMP OUTDOOR REFRIGERATOR ADDS CONVENIENCE AND FUNCTIONALITY TO PATIO LIVING

User-friendly features and easy installation make the Brama Outdoor Refrigerator an ideal solution for enjoying resort-style outdoor living at home.

Vinotemp®, the leading wine storage solutions and appliance provider, today announced the launch of the Brama Outdoor Refrigerator. The latest addition to Vinotemp's appliance line, Brama by Vinotemp, the new outdoor, undercounter refrigeration solution adds convenience and functionality to patio living.

"We've had a great response to our new line of Brama Appliances, so we decided to expand our offering from the kitchen to the outdoors," states India Hynes, CEO of Vinotemp. "The feature-rich Brama Outdoor Refrigerator is the perfect addition to our appliance line because it adds convenience and purpose to residential outdoor spaces."



ETL listed for residential and commercial use, and featuring CEC compliant interior LED lighting, the Brama Outdoor Refrigerator also offers:

- User-friendly features
- An easy-to-use digital control panel makes setting the right temperature for food and beverages simple, while a solid stainless steel door, security lock and automatic defrost keep food and beverages protected.
- Adjustable shelving
- Three pull-out, adjustable, easy-to-clean glass shelves make storing and accessing food and beverages of varying sizes effortless. Shelves can also be removed to create bulk storage space.
- Easy installation
- Leveling legs along with front exhaust – for built-in or freestanding installation – make it simple to integrate the refrigerator into nearly any outdoor living space.

To learn more about Vinotemp's newest offering, the Brama Outdoor Refrigerator, and other appliances and wine storage solutions, visit vinotemp.com.