

## VINOTEMP &

### K&BB (online)

#### The Outdoor Kitchen in a Post-2020 World

Vinotemp's Designer Series Outdoor Automatic Ice Maker is highlighted in an online *Kitchen & Bath Business* feature about how social distancing is contributing to the growing popularity of residential outdoor living spaces.

#### AUDIENCE:

Online | 30,412 unique visitors/month

"The magazine delivers exclusive features on cutting-edge design installations, new products, business developments, industry personalities, best practices and solid market research. Kitchen and Bath Business was the first trade magazine for the kitchen & bath industry, is the exclusive sponsor of KBIS and continues to provide progressive and insightful coverage of the industry's products, trends and services, with a sophisticated visual style befitting a design-oriented readership."

– Kitchen & Bath Business

The screenshot shows the top of a website page for Kitchen & Bath Business (K&BB). The navigation bar includes 'NEWS', 'PRODUCTS', 'GALLERIES', 'PROJECTS', and 'AWARDS & EVENTS'. The main heading is 'News: Featured' followed by the article title 'The Outdoor Kitchen in a Post-2020 World'. Below the title is a 'Share' section with icons for Facebook, Twitter, LinkedIn, Google+, Email, and Print. A 'More News' section lists several articles with their dates and categories, such as 'Wilsonart to Acquire Alpine Sales' and 'Rhythm of Color: The Story of Balance in Design for 2021'. A large image of an outdoor kitchen with a pizza oven is featured. Below the image is a caption: 'Kalamazoo Artisan Fire Pizza Oven'. To the right of the image is a text block starting with 'With social distancing likely to continue for some time, the design of outdoor spaces is evolving...' and a sub-section titled 'Growing in Popularity' with a quote from a director of Brown Jordan Outdoor Kitchens.

The image shows a tall, rectangular stainless-steel ice maker. It has a vertical handle on the left side and a front vent at the bottom. The unit is designed for built-in installation.

**Vinotemp's Designer Series Outdoor Automatic Ice Maker produces and stores up to 25 lbs of clear ice in three different sizes – simply select the desired cube size with the push of a button. Front vented for built-in installation, the stainless-steel ice maker features auto-inlet water with a built-in pump along with the option of a gravity drain or drain pump – and the reversible door makes it simple to pair the unit with surrounding appliances. MSRP is \$2195. <https://www.vinotemp.com/>**

With social distancing likely to continue for some time, the design of outdoor spaces is evolving. *K&BB* spoke with several manufacturers that specialize in outdoor kitchens to find out more about what clients are asking for now and how designers can provide for their outdoor kitchen needs in the future.

**Growing in Popularity**  
 "Even before COVID-19, outdoor living spaces were continuing to increase in demand, with 63.7 percent of all designers surveyed for the 2020 **Brown Jordan Outdoor Kitchens State of the** interest in outdoor living spaces among their clients. After spaces have become more important than ever, and we're spaces will be an even greater priority for homeowners in

is the director of **Brown Jordan Outdoor Kitchens, Denver** and **Trek Outdoor Kitchens**

reconnect with the natural world at times when we has been one of the few benefits of changing our daily new normal," we believe the outdoor kitchen is going to consumers' most requested renovation."