



**VINOTEMP &**

**Retail Observer | "Industry News"**

Highlighted for its many features, including a smudge-proof black stainless steel finish, the new Element by Vinotemp 168 Bottle Smoked Black Stainless Steel Dual-Zone Wine Cooler is featured in the popular kitchen and bath industry trade publication.

**AUDIENCE: Print | 32,500**

"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 LAUNCHES 168 BOTTLE SMOKED BLACK STAINLESS STEEL DUAL-ZONE WINE COOLER**

Part of the company's newest series of wine coolers, Element by Vinotemp smoked stainless steel wine coolers features a smudge-proof black stainless steel finish and storage for up to 14 cases of dark and light wines.



**INDUSTRY [NEWS]**

Vinotemp®, a recognized leader in the wine storage, technology, and goods industry for 30 years, recently launched the Element by Vinotemp 168-bottle smoked black stainless steel dual-zone wine cooler. Part of Vinotemp's newest series of wine coolers—Element by Vinotemp smoked black stainless steel wine coolers—the on-trend wine cooler features dual-zone cooling, a smudge-proof black stainless steel finish, and specially designed steel and wood wine racks.

Vinotemp's newest series of wine coolers are designed to meet the growing market demand for black stainless steel kitchen appliances. According to the Houzz 2017 Kitchen Report, millennial buyers gravitate toward black stainless steel finishes and the same report showcased increased demand for the design style in 2015 and 2016. "Black stainless steel is stunning and we foresee it continuing to gain popularity," states India Hynes, CEO of Vinotemp. "This is why we're excited to add the new Element by Vinotemp smoked black stainless steel wine cooler series to Vinotemp's wine storage repertoire as the coolers are the perfect solution for adding on trend wine storage to any kitchen design."

Similar to the other wine coolers offered in Vinotemp's newest series, the Element by Vinotemp 168-bottle smoked black stainless steel dual-zone wine cooler is front-vented and features:

- **Specially designed steel and wood wine racking:** Ensures each bottle is easily accessible while being securely cradled in a vibration free environment.
- **Dual-Zone Cooling System:** Includes 2 compartments (upper zone 40-56°F and lower zone 54-65°F) to properly store up to 14 cases of dark and light wines.
- **Tempered glass door:** Easy-to-clean, the glass is enclosed in a one-piece, seamless black stainless steel frame replete with a pole handle.
- **Vinotemp BioBlu®:** A blue light-emitting diode (LED) interior lighting system that is both aesthetically pleasing and functional as it helps reduce the growth of bacteria and mold.
- **Touch-screen temperature control:** A centrally located control panel makes it easy to set and monitor the temperature of the coolers and turn the interior lighting on or off.

Please visit [www.vinotemp.com](http://www.vinotemp.com) to learn more about the new Element by Vinotemp 168-bottle smoked black stainless steel dual-zone wine cooler and the new Element by Vinotemp smoked black stainless steel wine cooler series.