

PR HIGHLIGHT

Vinotemp® November 2018



VINOTEMP & Vineyard Lifestyles “Why We Love Vinotemp”

Vinotemp is highlighted in Vineyard Lifestyles' latest blog post. The post highlights the company's history and vast product offering – touting Vinotemp's business aptitude and vast product offering, “Industry veteran Vinotemp specializes in wine storage solutions for every need and budget.”

AUDIENCE: Online | 10,000 unique views/month

“Vineyard Lifestyles is a family-owned U.S. small business whose purpose is to source quality products and to give our customers a shopping experience where they can find products that support a lifestyle that brings the beauty and lifestyle of a vineyard to their home.”

– Vineyard Lifestyles



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Store and Display in Style: A Look at Vinotemp

Nothing makes our heart proud more than featuring a wonderful brand that is not only well known and respected, but is all-American! Here's our little feature article about Vinotemp.

A Little History

California-based Vinotemp was founded in 1985, and includes the wine storage product lines Vinotemp, Apex Wine Racks, Epicureanist and Wine-Mate. They do have a brick-and-mortar store for their products, Wine Hardware of Sonoma, but most of their business is done on-line. Vinotemp offers all of the company's product lines, plus a limited number of housewares and wine accessories.

How do you store your wine? Depending on the wine's variety and age, how many bottles you have, and the environment in which you live, your storage needs (and costs) can vary enormously. Keeping your stored bottles at a proper 55 degrees is more labor-intensive if you live in Arizona versus London, for example. Industry veteran Vinotemp specializes in wine storage solutions for every need and budget.

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Brands Roundup

Element is Vinotemp's curated appliance line, designed by an artist and design team to create wine storage that is beautiful as well as high-performance. Besides a variety of wine coolers and portable cellars, they offer accessories such as carved wooden cellar doors and a high-tech barbecue grill.

Apex Wine Racks offers custom wine racks and wine racks kits, largely of wood. Many of them are modular and can be expanded on as your collection grows. They include a variety of designs, from tabletop racks to racks big enough to feature their own tables.

Wine Mate makes innovative wine cooling systems for your home or business. These are mounted inside of cellars or wine rooms to cool the entire area. Each unit is hand made and inspected.

Epicureanist is the company's line of creative wine accessories and wine-related housewares, many of which are exclusive to the site.

Extras for Customers

Vinotemp focuses intensely on its in-house products, and helping their customers get the most value out of them. Customers accessing their site can use its partly automated support system to answer questions or access further information on products. Their site blog provides interesting information on short and long term wine storage and service, as well as other subjects related to their products. Extended warranties are available for purchase with most products, and Vinotemp also sells repair parts to many of their cellars and coolers.

High End Offerings

Vinotemp has some gorgeous products and services for those who really want to pull out all the stops when it comes to wine storage. This includes creating and installing custom storage and cooling options, including entire wine rooms, and cellars designed for yachts.

Bargains for Wine Lovers

On Vinotemp the budget-conscious can find many items which fit both their wallets and their storage, display and accessory needs. Their sale section includes scratch and dent or open box items, daily specials, and the Vinotemp outlet. Recent bargains include a BOGO offer on an \$8 reusable champagne stopper, another on a \$19.95 chilling wine wrap, and a four-bottle Cavanaugh wine cooler for \$169.

A Diverse Set of Specialties

Vinotemp succeeds not only because of the quality of its products, but because each product line is a specialization that is focused on intensely.