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FOR IMMEDIATE RELEASE

## VINOTEMP LAUNCHES 168 BOTTLE SMOKED BLACK STAINLESS STEEL DUAL-ZONE WINE COOLER

**Part of the company's latest product line, Element by Vinotemp Smoked Stainless Steel Wine Coolers, the new cooler features a smudge-proof black stainless steel finish and storage for up to 14 cases of dark and light wines.**

(July 25, 2017) – [Vinotemp](http://Vinotemp.com)®, a recognized leader in the wine storage, technology and goods industry for 30 years, today launched the Element by Vinotemp 168 Bottle Smoked Black Stainless Steel Dual-Zone Wine Cooler. Part of Vinotemp's newest line 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 line 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 line 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 line, 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.

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 line visit [vinotemp.com](http://vinotemp.com).



The new Element by Vinotemp 168 Bottle Smoked Stainless Steel Dual-Zone Wine Cooler features smudge-proof black stainless steel trim and specially designed steel and wood wine racking.

### About Vinotemp®

For 30 years Vinotemp® has designed custom wood wine cabinets, wine racks, wine cellars, and cooling systems and is the leading distributor of wine coolers, beverage coolers, wine dispensers, wine accessories, and more. Close attention to market demand and non-standard ideas have resulted in Vinotemp's ability to offer diversified wine storage solutions utilized by renowned resorts, restaurants, hotels, and the yachting industry. Find more information about Vinotemp by calling 800-777-VINO (8466) or visiting [Vinotemp.com](http://Vinotemp.com). Find Vinotemp on [Facebook.com/Vinotemp](https://www.facebook.com/Vinotemp) and [Twitter @Vinotemp](https://twitter.com/Vinotemp).

