

## VINOTEMP TO LAUNCH NEW DESIGNER SERIES 300 BOTTLE DUAL ZONE WINE COOLER AT KBIS 2017

***The latest addition to Vinotemp's Designer Series line of wine storage solutions nearly doubles the storage capacity of other wine coolers available in the US market.***

LOS ANGELES (October 20, 2016) – [Vinotemp®](http://www.vinotemp.com), a recognized leader in the wine storage, technology and goods industry for 30 years, today announced it will launch the new Designer Series 300 Bottle Dual Zone Wine Cooler (DS-300) at the 2017 National Kitchen & Bath Industry Show (KBIS), Las Vegas, Nevada January 10-12, 2017 (booth S4467). Just 30" wide, the new wine cooler holds 300 bottles of wine in two temperatures zones, nearly doubling the storage capacity of other wine coolers available in the United States.

There is a market demand for leveraging refrigeration to properly store, age and easily access wine collections. According to a study from the University of Cambridge ("The Price of Wine" by E. Dimson), collecting and properly storing wine has long-term investment advantages, "...we estimate a real financial return to wine investment of 4.1%, which exceeds government bonds [and] art..." But properly aging wine requires much more than an ordinary 24-bottle wine refrigerator, yet many wine collectors enjoy the convenience and simplicity of wine coolers.

So, collectors are searching for a storage solution that is easily accessible and able to properly store more than just two cases of wine. "Vinotemp's Designer Series 300 Bottle Dual Zone Wine Cooler is the perfect solution to current market needs," states India Hynes, Vinotemp CEO. "In addition to its unmatched ability to store and easily access 25 cases of wine in two temperature zones, its front venting system also allows for seamless integration, so it's a great option for incorporating ample, easily accessible wine storage to nearly any kitchen design."

Vinotemp's newest wine cooler's impressive storage capacity is groundbreaking for the kitchen appliance industry as it provides interior designers with the ability to specify ample wine storage into kitchen environments that are, by nature, designed for entertaining. Front vented, with two independent temperature zones, the Designer Series 300 Bottle Dual Zone Wine Cooler is perfect for storing both red and white wines at their optimum temperatures and includes:

- Vinotemp Blu™: A blue light-emitting diode (LED) interior lighting system that's both aesthetically pleasing and functional as it helps reduce the growth of bacteria and mold.
- Dual-Zone Cooling System: Features two compartments; upper zone 40-56°F and lower zone 54-65°F.
- Specially designed wine racking: Ensures each bottle is securely cradled in a vibration free environment.
- A dual-pane, Argon-gas filled insulated glass door: Reduces UV radiation and is enclosed in a one-piece, seamless stainless steel frame.
- Handle choices: A choice of two designer handles allows for seamless integration with other kitchen appliances.
- Touch-screen temperature control: A centrally located control panel makes it easy to set and monitor the temperature of the cooler and turn the interior lighting on or off.

To learn more about the Designer Series 300 Bottle Dual Zone Wine Cooler and Vinotemp's Designer Series line of wine coolers visit [vinotemp.com](http://www.vinotemp.com), and to learn more about KBIS 2017 visit [kbis.com](http://www.kbis.com).



Vinotemp's Designer Series 300 Bottle Dual Zone Wine Cooler adds ample, easily accessible wine storage to the kitchen.

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### About Vinotemp®

For 30 years Vinotemp® has manufactured 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).

### About KBIS

KBIS, in conjunction with the National Kitchen and Bath Association (NKBA), is an inspiring, interactive platform that showcases the latest industry products, trends and technologies. KBIS is the voice of the kitchen and bath industry and has been for 50 years.

Early in 2013, the National Kitchen & Bath Association (NKBA) and National Association of Home Builders (NAHB) announced an agreement to co-locate the Kitchen & Bath Industry Show (KBIS) with the International Builders' Show (IBS) in Las Vegas, Nev. in February 2014 under the banner of Design and Construction Week®. The mega-event will return Jan. 10-12, 2017, in Orlando. Kitchen and bath brands that have participated in both shows can continue to choose to exhibit in the KBIS or IBS hall. One pass will provide access to both exhibits. NKBA and NAHB will continue to produce separate educational programming and special events. For more information on KBIS, visit [www.kbis.com](http://www.kbis.com).

KBIS is operated by Emerald Expositions, a leading operator of large business-to-business trade shows in the United States, producing more than 80 trade shows and over 100 face-to-face events in total, including conferences, summits and other events. Emerald Expositions connects more than 335,000 sellers and buyers each year and operates within the U.S. in 10 end markets (Gift, Home, General Merchandise and Manufacturing; Sports & Apparel; Design; Jewelry, Luxury & Antiques; E-Commerce; Creative Services; Licensing; Healthcare; Military; and Food).

### About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design and Construction Week® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association's founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit [NKBA.org](http://NKBA.org) or call 1-800-THE-NKBA (843-6522).

KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

