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**FOR IMMEDIATE RELEASE**

**BLUESTAR® INTRODUCES NEW PRODUCTS AND UNVEILS INNOVATIVE CONCEPTS IN APPLIANCE COLOR & CUSTOMIZATION AT THE ARCHITECTURAL DIGEST DESIGN SHOW 2016**

***From its new Built-In Refrigeration Line to an inspired use of color and customization, BlueStar® is at the forefront of kitchen design***

READING, PA, March 10 – BlueStar®, manufacturer of high-performance appliances for the home, is launching its first Built-in Refrigeration Line, previewing new products and unveiling creative ways to use color and customization to create a true restaurant kitchen at home at the Architectural Digest Design Show in New York City, March 17-20, Booth #287.

Winner of the prestigious IFDA “Best in Show” award at the 2015 Architectural Digest Design Show, the new BlueStar® Refrigerator features chef-inspired design, premium performance and unmatched customization. BlueStar® also will preview its first induction cooktop, designed to bring precise and powerful induction cooking into the home kitchen. Other show highlights include the top-of-the-line Platinum™ range, shown in pale green, and featuring powerful 25K BTUs, an interchangeable charbroiler and griddle, a gentle simmer burner and integrated wok cooking. A 24-inch French Top companion piece plus a salamander broiler also bring the restaurant cooking experience home. BlueStar® equipment has been handcrafted in the U.S. since 1880.

At this year’s show, acclaimed Interior Designer Eric Cohler will announce the winner of the inaugural BlueStar® Kitchen Design Contest. Plus, BlueStar will present culinary demos in its booth daily, including a special St. Patrick’s Day culinary celebration featuring TV Personality & San Francisco Chef Ryan Scott and the BlueStar® Platinum Range in Pale Green. Other featured celebrity chefs include Aliyyah Baylor of MakeMy Cake in Harlem; Restaurateur and James Beard Semi-Finalist Alex Raij of Txikito restaurant, NY; and International farm-to-table Chef Paul Marshall.

Color and customization innovation is a hallmark of the BlueStar® brand, and the company will be highlighting the latest trends in kitchen design, with appliances, cabinets and backsplashes working in tandem to create a unique, personal statement.

“One of the basic aspects of kitchen design involves choosing the right color scheme,” said Eliza Sheffield, Vice President-Marketing, BlueStar®. “When it comes to choosing a color for the kitchen, the possibilities are endless, as BlueStar offers more than 750 color and trim options to suit any taste or style.”

Design trends do change, but experts consider some kitchen colors “timeless,” said Kim Lewis, the lead designer behind ABC’s “Extreme Makeover: Home Edition” and founder of [Kim Lewis Designs](http://kimlewisdesigns.com) in Los Angeles and Austin, TX. “Though white motifs will still dominate in 2016, everything from cabinets to backsplashes will be done in less saturated tones. At the same time, colors also are going bold. Stronger hues, like navy, add a more contemporary feel to an appliance and add a pop of energy in the space,” said Lewis.

Restaurant style kitchens are growing in popularity as well, said Lewis. Consumers want a more commercial-style kitchen that keeps up with daily use, but without the cold industrial feel. “If you want to warm up a space, consider introducing color on appliances,” she said. While bold cobalt blues and ruby reds have become classic appliance colors, the muted, softer tones prevalent today also can be beautifully translated to a professional range – a pale green BlueStar® Platinum range is a centerpiece in this year’s booth. The equipment is accented with brass trim and handles plus soothing white knobs.

The Architectural Digest Design Show is open to the public March 18-20. For tickets, visit <http://addesignshow.com/>. For information on BlueStar®, visit [www.bluestarcooking.com](http://www.bluestarcooking.com).

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BlueStar® cooking and refrigeration products are designed for discerning home chefs who demand restaurant-quality results in their own kitchens. BlueStar's unique performance features include an open gas burner system that produces up to 25,000 BTUs of cooking power, precise 130 degree simmer burners, and oversized convection ovens with professional-grade infrared broilers and premium performance refrigeration. Available in over 750+ colors and finishes, and with almost infinite configuration possibilities, BlueStar® offers virtually unlimited personalization options. Handcrafted in the U.S. since 1880. For more information, please visit [www.bluestarcooking.com](http://www.bluestarcooking.com).

