## FOR IMMEDIATE RELEASE

## **MEDIA CONTACTS:**

Brenda Forman <u>brenda@merlotmarketing.com</u>
Debi Hammond <u>debi@merlotmarketing.com</u>
Merlot Marketing, Inc. 916-285-9835



# **NEWS RELEASE**

Dacor redefines the luxury wine experience with first virtual sommelier

Discovery WineStation is the first to display, dispense and preserve wine for up to 60 days

**LOS ANGELES, CA** – <u>Dacor</u><sup>®</sup>, the leading manufacturer of ultra-premium kitchen appliances, debuts the <u>Discovery WineStation</u><sup>®</sup>, the first product of its kind to have a built-in, commercial-grade wine dispenser and preservation system for the home. The four-bottle wine dispenser and preservation system gives users the option of pouring a taste or full glass of perfectly persevered wine with the touch of a finger.

"The sophisticated design of the Discovery WineStation not only displays and dispenses fine wines, but also maintains the wine, from first glass to last sip, just as the vintner intended, for up to 60 days," said Dacor President and CEO Chuck Huebner. "This brings the luxury of a cellar-quality wine experience into the home."

TWEET THIS: Discovery WineStation by @DacorKitchen can preserve an open bottle of #wine for 60 days http://bit.ly/10yuOSL

Crafted of fine stainless steel, the Discovery WineStation can be built into surrounding cabinetry or displayed on the countertop. The system features four LCD touch panel displays, allowing users to showcase wine varieties and vintages. The energy-efficient WineStation features a proprietary Thermo-Electric Cooling System, with a temperature range of plus-or-minus 30 degrees Fahrenheit, designed to preserve white and red wines to each bottle's ideal temperature. Users may also adjust pour volume settings from a one-fourth ounce taste to a full eight-ounce glass.

"Dacor is focused on elevating the modern kitchen and bringing new innovations to empower passionate homeowners with the addition of the Discovery WineStation," said Huebner. "It's the perfect complement to the wine connoisseur's private cellar or entertaining space."

Dacor's patented National Sanitation Foundation-approved CleanPour™ heads allow users to easily replace the bottles and make the WineStation virtually maintenance-free. The CleanPour feature prevents the need to use chemicals to clean the interior of the product when switching out bottles, ensuring the taste and aroma of the fine wine stays intact.

Each pouring head is fitted with a gasket designed to seal the bottle. Once oxygen has been expelled from the bottle, it is replaced by argon gas, which prevents oxidation and allows the wine to remain fresh for up to 60 days without the loss of flavor or natural aroma.

## **Media Notes**

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Each pouring head is fitted with a gasket designed to seal the bottle, ensuring the wine will remain fresh for up to 60 days.



The Discovery WineStation<sup>®</sup> allows users to dispense a taste or glass from multiple wine bottles, all from a single station server at the perfect temperature.

Dacor's innovative appliances have been recognized with many prestigious awards and accolades including:

- 2015 United Servicers Association Partnership Award
- Tested and recommended by Le Cordon Bleu
- Kitchen + Bath Business (K+BB) Product Innovator Award
- 2013, 2014 and 2015 GOOD DESIGN<sup>®</sup> Awards
- CES Envisioneering Innovation & Design Award Honorees
- Better Homes & Gardens Kitchen + Bath Ideas 30 Most Innovative Products Award

#### **About Dacor**

Founded in 1965, Dacor is a leading manufacturer of ultra-premium kitchen appliances. Designed and built in California, Dacor's cooking appliances integrate function and technology to create high-performing, intuitive products that reflect the lifestyle and needs of the passionate cook. Dacor is also the first and only ultra-premium appliance brand to be tested and recommended by the Master Chefs of Le Cordon Bleu. Le Cordon Bleu is considered the world's most respected culinary arts and hospitality educator. Dacor's full-suite of award-winning appliances include ranges, cooktops, wall ovens, refrigeration, ventilation and wine preservation. Family-owned for more than 50 years, the company is responsible for many of the innovations that have improved the way people cook in the modern kitchen. <a href="https://www.dacor.com">www.dacor.com</a>

