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**Unprecedented Preservation Performance,
Now in an All-Stainless, 30-inch Design**

Perlick's new refrigerator features four separate micro-zones with customizable temperature and humidity settings in each

MILWAUKEE (Feb. 8, 2019) – Why do fine grocers store and display fresh ingredients like meats, seafood and produce separately at different temperatures and conditions? It's because leafy greens need cool, humid conditions to stay crisp, while halibut requires storage in a cold, dry place.

Perlick brings that same concept to the luxury home refrigerator, now in a 30-inch wide column design, an expansion of its [new line](#) of full-size refrigerators, freezers and wine reserves introduced at the 2018 Kitchen & Bath Industry Show. The 30" Perlick Collection Column Refrigerator features QuatroCool™, a preservation system that boasts an unprecedented four separate temperature zones—with the exclusive ability to store at 32°F, dual-chamber air filtration and electronically monitored real humidity to offer unmatched preservation capabilities.

Proven History of High-End Commercial Performance

The new column refrigerator leverages Perlick's 100-year history of serving the refrigeration needs of the high-end restaurant and hospitality industry, bringing consumers luxury refrigeration that meets the rigorous standards of the commercial kitchen.

"Prior to the full-size residential product launch, Perlick spent a century designing, engineering and manufacturing front-of-house wine reserves for fine bars, restaurants and large venues around the world," said Stephanie Muraro-Gust, Perlick's product marketing manager. "We leveraged that experience when designing the 30-inch refrigerator, ensuring fresh ingredients are stored with the same care and precision as the most prized wine collections."

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Proprietary Preservation System

Perlick's state-of-the-art QuatroCool™ technology offers never-before seen preservation performance. The unit is divided into four separate temperature zones, the most impressive being the company's innovative tip-out produce bin. Unlike a traditional crisper drawer that relies on decades-old methods of controlling humidity, Perlick electronically monitors the humidity of the produce bin. As produce ages and loses water content, the unit has the intelligence to push moisture back into the compartment to maintain the humidity necessary to prolong the lifespan of leafy greens and other wilt-prone produce.

In addition to humidity control, the produce compartment features an innovative dual filtration system. A carbon filter removes odors from the air, while an ethylene filter scrubs air of harmful ethylene gas, which accelerates the ripening process of certain delicate vegetables.

"Perlick's discerning customers expect perfection," said Muraro-Gust. "They appreciate the subtle nuances required for storing fine ingredients in ideal temperature and humidity conditions to ensure their food remains at the peak of freshness."

The unit's PerllQ™ touch-screen control features a sleek, black design that disappears into the backdrop until it's awoken with a touch. Users can easily customize temperature preferences with the touch of a button or access smart temperature settings for deli items, meat/fish and fresh produce, maintaining optimal storage environments for specific ingredients.

Sleek, Stylish Aesthetic

The new 30-inch column refrigerator isn't solely about function—it has both beauty and brawn. Flooded with stunning, custom LED theater lighting, the new unit features Perlick's signature stainless steel for the upper half of the interior and slate-black stainless steel for the lower half because it found the bright colors of fresh food popped off the dark background better than standard stainless or white. The commercial-grade stainless steel and glass construction not only looks beautiful, but it also results in non-porous and easier-to-clean surfaces compared to standard refrigerators made of plastic.

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Because Perlick column refrigeration is designed for both the preservation and display of fine foods, the company tested countless shades of white light to find the perfect shade that presents all foods at their best. Neutral with a hint of warmth, the carefully selected hue makes the vivid colors of fresh produce and rich tones of charcuterie shine, while ensuring product labels are easy to read. The overall design of the interior was inspired by the refrigerated cases of fine delicatessens and boucheries, resulting in large glass windows and generous capacity. A slide-in marinating pan and two-tiered deli display make the most of the unit's 30" footprint.

Perlick's 30" refrigerator is available for immediate order. To learn more about the company's new full-size appliance collection, including column refrigerators, freezers and wine reserves, visit perlickcollection.com.

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ABOUT PERLICK CORPORATION®

Family owned since 1917, Perlick Corporation is a national manufacturing leader in customizable food and beverage storage and serving solutions. Perlick's commercial line includes custom bar and beverage and refrigeration equipment, innovative underbar items, industry-leading beverage dispensing equipment and time-tested brewery fittings. The company's award-winning, luxury residential product line features indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezer and refrigerator drawers, ice makers, and beer dispensers. In 2018, the company brought its history of innovation to the full-size appliance category with the introduction of column refrigerators, freezers and wine reserves. A Milwaukee-based manufacturer, Perlick is dedicated to providing precision-engineered, quality, customizable food and beverage storage and serving solutions. To learn more, visit perlick.com or call 800-558-5592.