



QUALITY & INNOVATION
THAT **INSPIRES**

For Immediate Release

Contact:

Kelly Smedley
White Good
717.690.9768
ksmedley@whitegood.com

Kevin Quartz
White Good
717.208.0615
kquartz@whitegood.com

Perlick Names Arianne Bellizaire Ambassador of Cool

Baton Rouge Designer Will Help Launch Perlick's Next 100 Years of Cool

MILWAUKEE, WI (March 30, 2017) – Perlick, the award-winning manufacturer of commercial and residential refrigeration, is pleased to announce it has selected designer Arianne Bellizaire of Arianne Bellizaire Interiors in Baton Rouge, LA, to serve as Perlick's Ambassador of Cool for 2017.

"We are thrilled to have Arianne represent Perlick as our Ambassador of Cool," said Tim Ebner, VP of Marketing and Business Development for Perlick. "Both Arianne and her design style reflect the confidence, boldness and cool of Perlick and we look forward to working with her to ensure a designer perspective is top of mind as Perlick transitions into its next 100 years."

2017 is a special year for [Perlick](#). While the company celebrates 100 years as leaders in high-performance, commercial-grade undercounter refrigeration, it also looks to the future for continued product inspiration and innovation. Later this year, Perlick is positioned to make its biggest announcement since entering the residential space.

"As we embark on our journey into the next 100 years, we look forward to introducing many more industry firsts and expanding our offerings in the kitchen and beyond," said Ebner. "Partnerships with designers like Arianne are key to ensuring our appliances are on-trend and delight consumers with stylish, professional-grade products for their homes."

Arianne's passion for design is contagious. In her popular blog, [Inspired to Style](#), she shares her inspiration, latest trends and tips. As Perlick looks to the design community for product innovation, Arianne is the perfect partner to propel Perlick into its next century of cool.

Bellizaire will be featured as the face of Perlick's 100 Years of Cool and become a part of the Perlick Design Council that influences new product development. Perlick will also feature Bellizaire and other top designers in its [newly-launched website](#).

-more-

ABOUT ARIANNE BELLIZAIRE

Arienne Bellizaire is a highly sought-after interior designer, public speaker and trend spotter. She has parlayed her extensive design knowledge, keen eye for style and industry connections into a thriving design business and a growing social media following. She has also had the esteemed honor of serving as a 2015 High Point Market Authority Style Spotter and a content partner for Pottery Barn!

ABOUT PERLICK®

Family owned since 1917, Perlick's award-winning, high quality [residential product line](#) features innovative indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezer and refrigerated drawers, ice makers, and beer dispensers. A Milwaukee, Wisconsin based manufacturer, Perlick is dedicated to providing innovative, quality customizable food and beverage storage and serving solutions. To learn more, visit perlick.com or call 800-558-5592.

###