

Waring Pro Professional Wine Center

1. Product Description:

The Waring Pro® Wine Center has brushed stainless accents that offer an elegant look, and rubberized handsets for easy handling. The wine opener removes up to 50 natural or synthetic corks with ease and the electric wine preserver tightly seals unfinished wine bottles to keep wine fresh. Included are two wine stoppers and a foil cutter, along with a charging base and storage center.

Availability: Immediately

2. Model number and everyday price: WC400; \$59.99

3. Story Angles/Statistics/Facts/Anecdotes:

a. ***“Wine Will Carry One through Times of No Money Better than Money Will Carry One through Times of No Wine”***

So don't waste it! Exposure to air causes wine to age, so if consumers don't finish a bottle, they'll need a way to effectively preserve what's left. The less wine left in the bottle, the more air, and the faster the wine will oxidize and lose its freshness; http://drinkwine.com/wine_guide/storing_wine.html. The Waring Wine Center's preserver removes all air from the bottle and tightly seals it, allowing leftover wine to be stored for days without spoiling.

b. ***Who Needs a Cellar When There's the Center?***

Today, few consumers have cellars in their homes, which doesn't bode well for the wines they purchase. Traditionally, the cellar has been the best place to store wine, as it maintains a steady, cool temperature and is removed from the disturbances of everyday life. However, wine drinkers who don't have a cellar can emulate its conditions by using the Waring Wine Center's preserver and then storing wine in a cool, dark place. <http://www.ewanlacey.com/2011/04/05/storing-wine/>