



**FOR IMMEDIATE RELEASE**

**November 2006**

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|-----------------|---------------------------------|-----------|----------------------------|
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**WHAT'S ON TAP AT WARING . . .**

**Waring Pro® Wine Chiller**

According to Sam Gugino, an editor for *Wine Spectator Magazine*, “It doesn’t need to be a special occasion anymore to savor a homemade dinner and a glass of wine. Enjoying a glass of wine on an ordinary Wednesday night can be just as quick and easy as popping open a can of soda.” The ease of proper wine service at home makes this idea even more appealing.

Temperature is the most important aspect of wine service because the serving temperature greatly affects the taste and the nose of the wine. The ideal serving and drinking temperature varies according to the type of wine selected. Whites, rosés, champagne and other sparkling wines should be served chilled, while reds taste best served at “cellar” temperature (around 55-65 degrees Fahrenheit) to embellish the flavors and natural aromas.

**The Key Ingredients to Look for in a Wine Chiller:**

***Temperature:***

The **Waring Pro® Wine Chiller (model no. PC100)**, has a micro processor that includes a database of preset temperatures for 33 varieties of red, white, champagne, and sparkling wines. The unit has an internal CPU control that ensures the programmed temperature is accurately maintained and when the Wine Chiller reaches the selected pre-set, an audible beep signals that the desired temperature has been reached. The Wine Chiller can chill a bottle of wine in twenty minutes or less, depending upon a variety of factors including the initial temperature of the bottle. The blue LCD backlit screen makes the temperature display easy to read.

***Capacity:***

The Wine Chiller holds one bottle at a time and is suitable for bottles up to 3.5 inches in diameter.

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**Stability:**

Wine should encounter little or no vibration before serving, since movement can have a negative effect on the quality of the wine. The Waring Pro® Wine Chiller operates without the use of a compressor, eliminating vibration and noise.

**Design:**

The Waring Pro® Wine Chiller has a streamlined, modular body that coordinates with any home décor and makes for a great gift idea.

**Nuts & Bolts:**

|                        |                  |
|------------------------|------------------|
| <b>Everyday Price:</b> | \$99.95          |
| <b>Availability:</b>   | Immediately      |
| <b>Warranty:</b>       | Limited one-year |

**About Waring:**

*Waring, universally known for introducing the first blender in America, is one of today's leading manufacturers of professional quality appliances for the home, foodservice and laboratory industries. The company manufactures culinary appliances in two product segments: **Waring Pro®**, a line of professional quality consumer products that includes everything from blenders, juice extractors, citrus juicers and drink mixers to toasters, food slicers and convection ovens, and the **Commercial Division**, which includes high-speed, high-volume food processors and blenders. Waring was established in 1937 when Fred Waring, a popular entertainer, introduced the blender (then called the "Miracle Mixer") at the National Restaurant Show in Chicago. Waring was acquired in 1998 by Conair Corporation, which also owns Cuisinart. Waring's website is [www.waringproducts.com](http://www.waringproducts.com).*

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