

## PRESS RELEASE

### Winning with wine

*20 November 2015, Johannesburg:* For true connoisseurs, the enjoyment of wine begins with the selection of the wine itself. The length of time you can enjoy its rich flavour depends upon how it is stored at home. The correct storage conditions of wine have a direct effect on its shelf life.

To this end, Miele wine units have been designed to offer ideal conditions for the long-term storage of the finest wines. Says Liam Gawne from Miele: "Miele's range of wine units offers the optimum storage space for your fine wines – with several temperature zones that can be controlled separately, for example, for white and red wines. However, Miele wine units do not only provide professional storage conditions for the wine connoisseur, but their sleek design also allows them to stand proud a prestigious designer piece in your home."

He notes that selecting the best wine storage unit can often be a bit confusing, so he has listed some pointers that will make the selection process a little easier – see Liam's guiding considerations below:

**Know what you want:** Before you begin, it is important that you know the difference between a refrigerator, a wine cooler and a wine storage unit. A refrigerator and a wine cooler maintains a constant temperature for cooling or chilling wines. They can keep wines for up to a maximum of 1 year. Wine storage units on the other hand, like Miele's range of wine storage units, mimics the function of a cellar to provide optimum conditions for long-term in-home storage of fine wines.

**Temperature and humidity control are key:** Look at the cooling technology, and since the unit will be located in your home, ensure that it offers noiseless and vibration-free operation. In addition to temperature, air humidity is also an important factor for perfect storage conditions of wine. With Miele's Dynamic Cooling, an integrated fan that uniformly circulates the air, you can be sure of optimum distribution and control of both temperature and air humidity.

**Look for temperature zones for maximum versatility:** Different types of wines need to be stored under different conditions, so investing in a wine storage unit that offers different temperature zones means that you can store more than one type of wine. Miele wine units are fitted with up to three temperature zones that can be controlled separately from one another. They can be used to store up to three different types of wine, for example red wine, white wine, champagne or sparkling wine, at the same time and under perfect conditions. The various zones allow temperature regulation from 5°C to 20°C.

**Air filters:** Wines need to be stored in an environment that is not only cold, but that is also odourless, which is why an effective air filter is an important feature in any wine storage unit. Miele's Active AirClean Filter comprises an innovative combination of active charcoal and chitosan that eliminates virtually all odours.

**Size matters:** As a general rule of thumb, space permitting, it is advisable to invest in a wine unit that can hold at least twice as many bottles as you currently have. You will find that the storage space fills up quickly, especially if you are on the constant lookout for buying good wines. In the long run, it pays to invest in a large wine storage unit from the onset, so that you don't end up having to invest in 2 or 3 smaller wine storage units down the line. Miele offers an integrated under-counter wine storage unit that holds a Bordeaux bottle capacity of 34, while its larger units can hold up to 178 Bordeaux bottles.

**Reliable racks:** Inspect the racks inside the storage unit – look for functionality, quality and durability. Miele's wine units for example, boast adjustable bottle racks, on telescopic runners, that are made from premium-grade Beech wood, and designed to hold your wine bottle securely in place. The individual wooden racks are easy to adjust to suit the size of the bottle, the slats can be easily moved to suit various bottle shapes – all ensuring that your wine is stored in the optimum position. Furthermore, each bottle rack has a label that you can annotate with chalk for a quick overview of your wines. For example, you can note the country of origin, grape variety or vintage. The NoteBoards are magnetic and can be removed from the shelves for writing on.

**Interior lighting:** With any good quality wine storage unit, you will need to see what wines you have stored inside. However, it is important that this lighting does not interfere with accurate temperature and humidity control. All Miele's wine units boast indirect LED lighting that are maintenance-free and provide optimum illumination of the interior compartment. Compared with conventional lighting, LEDs are particularly energy saving, cool to the touch and have considerably longer service life. Some models even allow you to dim the lights if need be.

**Door functionality:** SoftClose doors are the best choice, as they negate any chance of the door slamming shut and disturbing the wine. Miele's innovative SoftClose doors ensures that when the door is ajar by around 30 degrees, it closes automatically – no more clinking bottles on door shelves, and no way of accidentally leaving the door open and ruining your wine.

**Added extras:** Always take note of the various extra features on a wine storage unit. For example, Miele's units come standard with Miele Touch Controls for easy control at our fingertips. The KWT6832 unit even comes with its own SommelierSet – allowing you to decant your wines like a true professional. Miele's SommelierSet comprises a purpose-built section that can accommodate decanters, glasses and open bottles of wine – allowing you to enjoy chilled wine in chilled glasses, and perfectly conditioned wine bottles, even after they have been opened.

**Quality and longevity:** Check the lifespan and guarantee before you make your purchase decision. At the end of the day – the old adage of “you get what you pay for” is more often than not, true. So it is wise to invest in the best wine storage unit that you can afford – after all, you will be intrusting it with your valuable

wine collection. Like all Miele appliances, its wine storage units have been designed, manufactured and tested to last for a minimum of 20 years. They also come with a 5-year Warranty.

Miele's wine storage units comprise:

- The integrated KWT6322UG 9138040, which retails for R34 990,00.
- The freestanding KWT6831 SG 9407540, which retails for R67 999,00.
- The freestanding KWT6832 SGS 9407590, which retails for R69 999,00.
- The MasterCool KWT1612Vi 9196000, which retails for R145 000,00.

Visit [www.miele.co.za](http://www.miele.co.za) to find out more or to find a retailer closest to you.

*Note: Prices as at November 2015. E&EO.*

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