

## PRESS RELEASE

### The benefits of investing in a wine cooler

*A place to correctly store your wine is a must-have for any wine aficionado. We speak to Liam Gawne from leading appliance manufacturer, Miele, to find out a bit more about investing in a wine conditioning unit.*

25 April 2018, Johannesburg: So, you're a major fan of wine, but you don't have the budget or the space to house them in a purpose-built wine cellar. If this is the case – a wine conditioning unit is the answer, says Liam Gawne from leading appliance manufacturer, Miele: "For true wine connoisseurs, the enjoyment of wine begins with the selection of the wine itself. However, the length of time you can enjoy its rich flavour depends upon how it is stored. The correct storage conditions of wine have a direct effect on its shelf life. Since there are lots of wine enthusiasts who are not able to own a purpose-built wine cellar, either because of space or budget limitations, wine conditioning unit units are the ideal answer."

As their name implies, wine conditioning units are refrigerators that have been specifically designed to store wine. Says Liam: "Wine conditioning units are explicitly designed to preserve and age your most loved bottles of wine. Storing and aging wine properly brings out its true characteristics and full flavour potential. Although not everyone's home or budget may be equipped to handle placing and purchasing a large wine cellar, everybody's home can house a wine conditioning unit. With a controlled environment perfectly suited to meet the needs of both young and aged wine, a wine conditioning unit not only protects and stores wine, but does so efficiently and affordably."

Liam notes that wine conditioning units, such as those from Miele for example, offer you the ideal conditions for storing the most sophisticated ready-to-drink and vintage wines. Here is his summation of some of the main benefits of investing in a wine cooler:

- **Consistent temperature range:** Wine conditioning units are designed to maintain one or more stable temperature zones of between 10 and 15 degrees Celsius. It is at this temperature range that wine will keep perfectly for both short- and long-term storage. Says Liam: "Temperature stability is imperative for proper wine storage and it is the number one reason why storing wine in your kitchen fridge or on shelves in your home is less than ideal."

"Your kitchen fridge is normally set at temperatures below 10 degrees Celsius, and low temperatures such as these will halt the wine from maturing and the flavour developing properly. Also, normal fridges experience many temperature fluctuations during the course of the day, as they are opened and closed regularly. If the temperatures are too high, which can be the case with regards to on-shelf storage, then the wine will mature prematurely. To this end, Miele wine units have been fitted with up to three individual temperature zones that can be controlled

separately. This means that up to three different types of wine, such as red wine, white wine, and champagne or sparkling wine, can be stored at the same time and under perfect conditions.”

- **Decreased vibrations:** Unlike normal fridges, wine conditioning units offer an entirely vibration-free environment. This is because vibrations such as those found in normal refrigerations, will disturb wine’s naturally-occurring sediment and in turn, the wine’s natural aging process. Says Liam: “Vibrations lead to movement, which will lead to premature aging. For disturbance-free wine storage, Miele’s DynaCool technology boasts a fan that circulates the cold air to ensure uniform temperature and humidity throughout the entire unit, and it does so without any vibrations or noise.”

Liam says that to prevent any other movement, it is best to select units that boasts soft close and opening technology: “With Miele’s SoftClose technology, the doors on your wine units close silently, gently and as if of their own accord. The integrated door-dampening feature prevents your wine bottles from being subjected to rough vibrations caused by closing the door too hard. Furthermore, the SoftClose feature closes the door automatically if the angle of the open door is less than 30°, which ensures that the door is never left open accidentally. Similarly, Miele’s Push2Open technology is activated by light pressure on the glass door. The door opens gently and allows you to reach inside and gently open it completely.”

- **Cancelling out natural light:** Prolonged exposure to natural or fluorescent light will cause undesirable chemical reactions over time, which will destroy and break down your wine’s flavour. Although dark, thick-walled glass bottles do offer some protection, storage that is protected from any UV light is required. Wine conditioning units such as those from Miele, boast glass doors that are made of tinted safety glass with an integrated UV filter – allowing your wine to be stored with optimum protection from exposure to the damaging effects of UV rays.

Says Liam: “While UV light might be bad for wine storage, nobody wants a dark and dull wine conditioning unit in their home. To brighten up the display, Miele has built-in flush LED lighting that presents wine bottles in the right light. The maintenance-free LED lighting ensures efficient and optimum illumination of the cabinet and its contents. Furthermore, LED lighting does not heat the air in the appliance, allowing your wine to be stored undisturbed.”

- **An environment dedicated to wine:** Unlike other environments, wine conditioning units are dedicated solely to storing and preserving your wine. This means that your wine will be securely stored while lying gently on its side to ensure perfect and unhindered preservation. While temperature, humidity and lack of UV rays are important, wine also needs to be stored in an odourless environment so that foreign odours don’t

permeate into the wine and influence its taste. To ensure an odourless environment, air filters are imperative, notes Liam: “Miele’s Active AirClean Filter for example, is an innovative combination of active charcoal and chitosan, a natural product, which eliminates virtually all odours in the refrigerator section.”

- **Portability and convenience:** Unlike wine cellars that are usually located in a basement area that is difficult to reach, wine conditioning units can be positioned virtually anywhere in your home for easy and convenient access whenever required. Miele offers units that are free-standing, fully integrated, or built-under for a seamless under-counter installation. Says Liam: “Aside from the versatility of their positioning, another major benefit of wine conditioning units is that they are portable – so you can move them wherever you like in your home, or you can take them with you if you ever move.”
- **Organisation and keeping a record:** Organisation of what wines you store in your wine conditioning unit is key to enjoying them at the correct times, notes Liam: “If the bottles aren’t well organised and noted, then it is easy to forget exactly what you have stored and when the ideal time is to enjoy each bottle. To aid with this, Miele’s wine conditioning units boast FlexiFrame adjustable bottle racks that can be adjusted to suit every bottle size, with NoteBoard labels that you can annotate with chalk with the wine’s origin, grape variety and vintage for a quick overview of your wines.
- **Remote control:** Miele@mobile takes control of your wine collection into the 21<sup>st</sup> Century, explains Liam: “The Miele@mobile app makes it easy for you to connect with your wine unit wherever you may be. With Plug & Play technology, you simply register the appliance with the app and you immediately have access to its current status via your Smartphone, tablet or laptop. You can also control some individual appliance functions via the app and are kept reliably informed of faults and alarms.”

Visit [www.miele.co.za](http://www.miele.co.za) to find out more about Miele’s range of wine conditioning units, or to find a Miele retailer, Gallery or to shop online.

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