

PRESS RELEASE

The end of the Ice Age *German high tech for perfect aroma*

Tuebingen, 1 April 2019 – When former Mercedes Benz CEO Jürgen Sauer first considered the idea of an electrical wine cooler, he only had one goal in mind: coming up with a well-designed product that would allow him to enjoy his fine wines at the ideal temperature. With the development of his first PrioVino coolers, that dream was fulfilled.

In 2017, after years of experimentation with a variety of technologies, he introduced the flagship product PrioVino Premier to the European market, where it is already receiving rave reviews in the fine-dining sector. The ground was laid for a success story in which a new chapter is about to unfold. At the Prowein in Düsseldorf this year, a second cooler, targeted at private households and available from just €475 (incl. VAT) was successfully launched. Available in separate battery-operated or mains-operated versions, the device offers complete flexibility of use. With its finely textured surface and elegant design, the PrioVino Classic is a real eye-catcher. The sophisticated technology in its interior finally frees wine aficionados from the inconvenience of melting ice, dripping bottles and disappearing wine labels. Tables and napkins remain dry and corroding ice buckets are a thing of the past.

Despite all the high tech, the PrioVino Classic is light-weight and extremely easy to use. Temperature is set via simple plus/minus buttons in intervals of 1°C. The temperature range of 5°C to 20°C covers the entire spectrum of wines from white to red and the cooler can switch temperatures within a few minutes whenever necessary. A specially programmed sensor-driver controller ensures that the desired temperature is quickly reached and, unlike conventional wine coolers, reliably maintained. A sophisticated ventilation system ensures that the dissipation of heat is achieved with minimal noise, allowing the Classic to be placed right next to you without it causing any disturbance.

Founder and principal shareholder Jürgen Sauer looks back at the PrioVino story with satisfaction. “Optimal temperature is crucial for the taste of wine. Every wine enthusiast knows that and yet, perfect wine temperature is still very much the exception, especially when it comes to the second glass poured from an open bottle. I’m very pleased that we can now offer wine lovers the ideal accessory so that optimal temperature is a given, not just for the first sip, but down to the last drop.

From 7 – 10 May, PrioVino will be at the Prowine Fair in Hong Kong (Hall 3, Stand F620) with the new Classic coolers as well as the exclusive Premier model, which is available in chrome, silver, gold or black ruthenium.

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Caption for image

The wine cooler PrioVino Classic premieres at Prowein 2019 and is specifically designed for private household.

A high-resolution version of the photograph as well as more press material can be downloaded [here](https://bit.ly/2P16bDe). (<https://bit.ly/2P16bDe>)

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PrioVino GmbH is a young and dynamic German company from the wine region in Baden-Württemberg. With its innovative high-tech products, it has committed itself to perfecting the fine wine experience. It has now brought the PrioVino Premier and Classic coolers to the market, the first products to keep wine at a specific temperature at the table for hours. The company was founded by Jürgen Sauer, wine aficionado and former CEO of Mercedes-Benz in Russia and Australia/New Zealand. For more information, please visit www.priovino.com.

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Contact:

PrioVino GmbH
Heide Sauer, Managing Director
Eschenweg 21, 72076 Tübingen, Germany
Fon: +49 7071 1473016
info@priovino.com, www.priovino.com

Pressekontakt:

Karg und Petersen Agentur für Kommunikation GmbH
Ralf Lambert
Dorfackerstraße 26, 72074 Tübingen, Germany
Fon: +49 7071 98988-28, Fax: +49 7071 98988-10
presse@karg-und-petersen.de, www.karg-und-petersen.de