

PRESS RELEASE

## PrioVino presents innovative battery-operated coolers for the perfect fine wine experience

---

**As far as fine wines go, only the optimal temperature will do. With its Premier wine coolers, the German company PrioVino has introduced a global innovation to the market – one that keeps wine at a set temperature. Right at the table. For hours.**

Dirk Romann, Head Sommelier at the Michelin-starred restaurant 5 in Stuttgart goes straight to the heart of the matter: 'This is what the world of fine wine has been waiting for. The enthusiasm of my guests tells its own story.' Dirk is one of 20 top sommeliers who participated in pre-launch testing for the Premier, all of them keenly aware that the aromas of their precious wines can only unfold perfectly at the optimal temperature.

With its innovative technology and exclusive design, the PrioVino Premier is now ready to enhance the quality of their work day, giving them the time to focus more on their guests and less on maintaining wine temperature.

### **Sophisticated technology with easy handling**

The secret of the Premier lies in its interior: a combination of Peltier technology and a specially programmed sensor-driven controller. With the option of battery or mains operation, the cooler bypasses the need for ice or any other coolant, while keeping power consumption to a minimum.

A sophisticated ventilation system ensures that the cooler is practically noiseless and thanks to its ability to switch between battery and mains operation, it is both mobile as well as versatile. The Premier is equally at home in a restaurant, a hotel suite, on a patio or on a yacht.

Despite all the high tech, the Premier is extremely easy to use. Any desired temperature between 5 and 20 degrees Celsius can be set using the plus/minus buttons. Within two to three minutes the device reaches the set temperature and is ideal for red wine, white wine or anything in between.

### **German technology at work**

The battery-powered electrical wine cooler is the brainchild of Jürgen Sauer, former top manager at Mercedes Benz and a passionate wine aficionado. Along with the father-son duo Ernst-Georg and Moritz Ortwein, he developed the PrioVino Premier following almost a year-and-a-half of experimentation with various technologies and paved the way for more innovative products for the perfect fine wine experience. A device for multiple open wine bottles, each cooled at a different set temperature, is already in the pipeline. So watch this space.

[~ 2.400 characters, imprint free, voucher copy requested]



**Caption for image PrioVino\_Premier\_Bar.tif:**

The battery-powered wine cooler PrioVino Premier is a global innovation for the perfect fine wine experience: ideal for fine dining establishments as well as discerning hosts at home.

*A high-resolution version of the photograph can be downloaded [here](https://bit.ly/2xZX3Gk). (https://bit.ly/2xZX3Gk)*

*More press material can be downloaded [here](https://bit.ly/2JkvKuV). (https://bit.ly/2JkvKuV)*

*Feel free to share or like our image video on [Youtube](https://www.youtube.com/channel/UCI5WSF8pXM-dAnGTsQ8rz1w) (https://www.youtube.com/channel/UCI5WSF8pXM-dAnGTsQ8rz1w).*

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 battery-operated PrioVino Premier coolers to the market, the first product 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](http://www.priovino.com).

**Disclaimer:**

The contents of this press information were compiled with the greatest care and they are accurate, complete and up-to-date to the best of our knowledge. However, we accept no liability for the contents of this press release or other press information provided here. The information provided here is of a general nature and does not constitute individual consultation and cannot replace the same. Forward-looking statements made about future developments are based on current estimations and are subject to uncertainties and risk. As such, real developments may deviate from the ones described here should risk factors come into play or if underlying assumptions or conditions prove to be inaccurate. Forward-looking statements will not be revised or updated.

**Contact:**

PrioVino GmbH  
Heide Sauer, Managing Director  
Eschenweg 21, 72076 Tübingen, Germany  
Fon: +49 7071 1473016  
[info@priovino.com](mailto:info@priovino.com), [www.priovino.com](http://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](mailto:presse@karg-und-petersen.de), [www.karg-und-petersen.de](http://www.karg-und-petersen.de)