

# The PrioVino Premier cooler debuts in Asia

WINE enthusiasts in the region can now maintain wines at the optimum temperature during consumption, thanks to PrioVino Premier, which is making its Asian debut at ProWine Asia 2018. A product of German technology, PrioVino Premier keeps wine at a set temperature right at the table for hours —

ensuring the aromas of wines can only unfold perfectly at the optimal temperature.

The technology 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 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.

Sauer, who is also the director of marketing and sales, tells the *Show Daily* that initially PrioVino Premier was only battery-operated. However, requests from their customers in Europe prompted them to develop an electric-powered version. Both these models are being displayed at **booth 10B2-05**.

Sauer, along with PrioVino's director of business development Chhaya Krueger, says 20 top sommeliers from fine-dining establishments in Europe participated in pre-launch testing for the Premier and gave it the thumbs-up.

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



PrioVino's Chhaya Krueger and Juergen Sauer with the Premier models.



Even while its patent is pending, the PrioVino Premier is available to interested buyers.

sumption 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°C and 20°C can be set using the plus/minus buttons. Within two to three minutes, the device reaches the set temperature for red wine, white wine or anything in between.

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