



**Media Contacts:**

Debi Hammond • debi@merlotmarketing.com  
Brenda Granucci • brenda@merlotmarketing.com  
Merlot Marketing, Inc. • 916.446.1822

FOR IMMEDIATE RELEASE

**PERLICK TEAMS UP WITH VINTAGE TO OFFER THE ULTIMATE OUTDOOR KITCHEN**  
**Co-Branding Effort Adds Perlick's Luxury Undercounter Refrigeration To Prestigious Vintage Lineup**

MILWAUKEE, Wisc.,—PERLICK CORPORATION is pleased to announce an all-new co-branding effort with Indio, California-based Vintage Luxury Appliances. PERLICK refrigeration products—already featured in the finest restaurants, bars and luxury hotels in the world—will now complete the Vintage lineup of outdoor cooking appliances with two 24-inch undercounter refrigerated cabinets branded “Vintage manufactured by Perlick.”

The new partnership allows the two manufacturers to benefit from each other's market-stature equity. It is also an asset for homeowners and their designers, who can finally find all the components for the ultimate outdoor kitchen under one roof at their nearest Vintage supplier.



PERLICK CORPORATION has been an icon in the commercial industry for decades. Its recent debut in the luxury residential market has been met with equally rave reviews, as the products bring their commercial heritage—and quality—to the home. By teaming up with Vintage, PERLICK products will reach an even wider audience that demands only the best.

The two inaugural *Vintage manufactured by Perlick* products will be a *24-Inch Undercounter Refrigerated Cabinet* and a *24-Inch Undercounter Beer Dispenser*. Constructed of commercial-grade stainless steel and rated for outdoor usage, they are the perfect complement to the existing products of the Vintage outdoor kitchen. Both *Vintage manufactured by Perlick* undercounter refrigerated cabinets are as functional as they are beautiful, with best-in-class compressors and interior-mounted temperature controls. For added versatility, the beer-unit can be outfitted with an optional shelving kit to turn it into a standard refrigerator (an industry first); and both are available with optional caster kits to serve dual duty, both indoors and outdoors.

*(More)*

**PERLICK TEAMS UP WITH VINTAGE TO OFFER THE ULTIMATE OUTDOOR KITCHEN**  
**Co-Branding Effort Adds Perlick's Luxury Undercounter Refrigeration To Prestigious Vintage Lineup**

“We wanted to team up with the best, so we teamed up with PERLICK,” said John Novella, Vintage spokesperson.

“This is a monumental step forward for both companies and the customers we serve,” said Jeff Wimberly, PERLICK Director of Sales and Marketing, Residential Products. “Vintage delivers wonderful products for outdoor kitchens and we are excited to provide them with a co-branded line of refrigeration.”

The new *Vintage manufactured by Perlick* products are available immediately, throughout the United States and Canada.

Since 1917, PERLICK has been the leader in commercial bar and beverage refrigeration and dispensing equipment. The PERLICK brand can be found in the finest restaurants, bars, stadiums, hotels and resorts in the world and is now available for those who want the ultimate entertainment suite for the home. The PERLICK product line includes both indoor and outdoor undercounter refrigerators, wine cabinets, freezers, freezer and refrigerated drawers, clear ice makers and beer dispensers as well as countertop blender stations, cocktail centers and liquor displays. For more information about the *Vintage manufactured by Perlick* product line, contact PERLICK at (800) 558-5592.

# # #

*This memorandum is submitted for your interest and for the purpose of confirming your instructions. If any statement is not in accord with your understanding or authorization, please notify us in writing immediately. – MERLOT MARKETING, INC.*