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FOR IMMEDIATE RELEASE

MOVING THE ELEPHANT OUT OF THE KITCHEN

With So Many Options For Its New Freezer and Refrigerated Drawers, Perlick Provides Convenient Capacity That May Make The Old Stand-Up Refrigerator/Freezer Obsolete

MILWAUKEE, Wisc.—Since the days of the ice-box, long before the electric kitchen became ubiquitous, one element has remained consistently unchanged: the big box-style refrigerator that served as the repository for all foods, beverages, and frozen goods. The stand-up refrigerator, serving as both a utilitarian device and the dreaded design flaw in every kitchen, may soon become obsolete. Otherwise accepted as the unmentioned “elephant” in the kitchen, the standard refrigerator is *finally* being moved out of the kitchen - thanks, mainly, to the incredibly versatile *Freezer and Refrigerated Drawers* from the company that relentlessly re-defined commercial refrigeration for nearly a century, PERLICK CORPORATION. Now serving the luxury consumer market, PERLICK has invented refrigerated drawers that not only add capacity and convenience to any kitchen design (or re-design); they also radically change the *entire appearance* of any kitchen or entertaining area. They can stand out as beautiful stainless-steel sculptures, or be completely camouflaged as undercounter cabinets with custom overlays.



Refrigerated Drawers and Freezer with glass door and optional wood overlay

When it comes to configuration options and sheer capacity, the *Freezer and Refrigerated Drawers* from PERLICK have no peer. Available in 24-inch, 48-inch, and an astonishing 72-inch width, the convenient drawers boast freezer and/or refrigerator storage space that may cause anyone to question why they still have the large, unsightly traditional freezers and refrigerators.

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For example, the 72-inch all-drawer cabinet can hold an incredible 33 full gallons of milk, with room left over. (In fact, each drawer can actually hold up to 200 pounds.) The different configurations are limited only by the imagination of the homeowner: It's possible, for example, to mix and match freezer and refrigerator compartments, beer dispensers, wine cabinets, clear ice makers, countertop blender stations, cocktail centers, and liquor displays.

All models feature PERLICK's industry-leading stainless steel interiors; doors are available in stainless steel, or with wood overlay that accept matching cabinetry. The cabinets are available as free-standing or built-in units; in addition, PERLICK offers all-new *Freezer* and *Refrigerated Drawers* for outdoor usage. While making entertaining outdoors effortless, their rugged stainless steel cabinets (and interiors) protect them from the elements.

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 hospitality suite for the home. Product line includes indoor and outdoor undercounter refrigerators, wine cabinets, freezers, clear ice makers, freezer and refrigerator drawers and beer dispensers as well as countertop blender stations, cocktail centers and liquor displays. For more information about their all-new *Beer Dispensers*, contact PERLICK CORPORATION at (800) 558-5592, or visit www.bringperlickhome.com.

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