



Monogram™ Expands Wine Refrigerator Portfolio with the Monogram 24" Wine Column

Statement Piece that Artfully Protects Wine Collections with Thoughtful Design and Customizable Configurations

LOUISVILLE, Ky., February 27, 2024 - [Monogram](#)™ is showcasing a striking new way to display a wine collection with the Monogram 24" Wine Column. This stylish and refined refrigerator holds up to 91 bottles and easily blends into the aesthetic of the home with a panel-ready design and flexible customizations.

Beyond its elegant facade, the Monogram 24" Wine Column was carefully designed with wine in mind, from storing everyday bottles at the ideal drinking temperature so they are at the ready, to preserving precious bottles for long-term storage. The refrigerator offers two distinct and precise temperature zones with air filtration for fresh air circulation and dual evaporators. This ensures optimal humidity levels and consistent temperature storage throughout for longer-lasting and better-tasting wine.

With the simple front facing glass-touch controls, wine enthusiasts can choose from four temperature modes – Red at 61 F, White at 46 F, Sparkling at 45F and long-term storage at 54F. Or owners can adjust the temperature manually for the storage of their favorite bottles. For wine connoisseurs who want to highlight specific bottles in their collection, the Wine Column features a display rack to showcase four bottles front and center.

Additionally, each smooth glide rack is built with dark walnut wood and finished with anodized aluminum on the front. The durability of these materials combined with a low vibration compressor protects the wine collection from any disturbances that could adversely impact aromas or flavors. The Wine Column also shields owners' wine collections with double UV-tempered glass doors, preventing negative UV reactions that could impact the quality of the wine.

"By coupling meticulous design and premium materials with professional-grade performance, the Monogram 24" Wine Column dramatically improves the at-home wine experience, providing connoisseurs with the optimal way to showcase and carefully maintain their fine wine collection," said Sommelier Erik Segelbaum, wine director for Monogram. "With its advanced protective features and temperature controls, the Monogram 24" Wine Column removes the guesswork from wine storage and preservation, benefitting connoisseurs and amateurs alike."

The Monogram 24" Wine Column offers additional luxury features including:

- **Elegant Design:** The panel-ready refrigeration creates a truly built-in and cohesive design, allowing owners the flexibility to choose whether the Monogram Wine 24" Column stands out or blends in. To fit each owner's aesthetic, Monogram's Statement and Minimalist handles are compatible with the Wine Column. Right-Hand and Left-Hand door swing options are available for versatility in the home.
- **Elevated Interior:** Ramp-up LEDs fully illuminate the interior of the Wine Column, showcasing the entire collection. The lights gradually brighten and dim when the column doors open and close, allowing entertainers to easily see and select bottles.
- **Smart Features:** With the SmartHQ app, owners have the added benefit of being able to remotely adjust settings and receive alerts, such as a door left ajar.

The Monogram 24" Wine Column will be available in October 2024 in Stainless Steel with complimentary handles in the Minimalist and Statement collections for an MSRP of \$8,000. To see the Monogram 24"



Wine Column in-person, stop by the Monogram Booth #W2317 at KBIS 2024 or schedule a booth tour by emailing geappliances@allisonworldwide.com.

About Monogram™

For more than 30 years, Monogram™ Luxury Appliances has been synonymous with impeccable craftsmanship, elegance and prestige. At the intersection of thoughtful design and outstanding performance, Monogram inspires its owners to elevate their homes, culinary prowess and focus on wellness through its line of major and small kitchen appliances. For the latest products, visit www.monogram.com and follow @MonogramAppliances on Instagram, TikTok, Pinterest or YouTube to experience the #MarkofLuxury.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.