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Celebrate Wine Month with Marvel® *Luxury Series* with MicroSentry™
Ensuring proper storage temperature has never been easier than with Marvel's exclusive technology that displays temperature of wine inside the bottle; discounts on select models

Greenville, Mich. – For both the novice wine drinker and the experienced wine connoisseur, California wines offer great taste, value and enjoyment. Also, for the wide range of people who enjoy wine, proper wine storage makes a big difference to its taste.

In honor of September's California Wine Month, now in its fourth consecutive year, Marvel, the leading manufacturer of luxury wine cellars, highlights its new **MicroSentry™** technology. MicroSentry is the only system that provides real-time temperature monitoring and displays actual wine temperature.

California Wine Month drinkers can now benefit from the industry's most precise wine storage with MicroSentry temperature monitoring from Marvel.

Also in celebration of Wine Month and through the holidays, Marvel extends an up-to-\$400 discount on two of its best-selling models with MicroSentry:

- 24" undercounter wine cellar with 45-bottle capacity (61WCM-BS-G)
- 24" undercounter beverage & wine refrigerator (6BARM-BS-G)

"During Wine Month, Marvel calls attention to the simple fact that wine is perishable," said Gerry Reda, senior vice president of sales for Marvel. "Even bottles kept for just a few months will be positively or negatively affected by how wine is stored, with temperature fluctuations making the biggest difference."

An integral feature of Marvel's most popularly priced *Luxury Series* line of wine cellars, MicroSentry enables better preservation and maturation of wines through precise control of wine temperature. This consistent temperature enables wine drinkers to stock up and maintain their California wines.

MicroSentry displays actual wine temperature

Marvel's MicroSentry displays the actual temperature of the liquid inside the bottle, shown in real time, while other wine cellars on the market display either the temperature setting or the compartment air temperature.

A Marvel exclusive, the system features next-generation technology that provides the most stable temperature for wine storage. Through precision temperature monitoring, wine is allowed to develop and mature to its fullest potential.

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Storage temperature and wine flavor and maturation

Along with humidity, light, vibration and bottle angle, temperature has the greatest effect on proper wine maturation and flavor. Optimal storage temperature is 55 degrees Fahrenheit (13 degrees Celsius). Storage outside of this temperature, or wide fluctuations in temperature, disrupts the aging process. Any deviation from 55 degrees, either higher or lower, will negatively impact your wine.

In addition, fluctuations in temperature, with resulting expansion and contraction of the wine, can cause air to seep in around the cork, resulting in oxidization, which renders wine undrinkable.

Luxury Series with MicroSentry

MicroSentry-enabled lines include a wide range of wine cellars and refrigerators:

- 30WCM – 15” undercounter wine cellar with 23-bottle capacity
- 61WCM – 24” undercounter wine cellar with 45-bottle capacity, including display rack***Note
- 61WCM-SS-GX – 24” undercounter wine cellar with 45-bottle capacity, stainless steel exterior and shelf fronts
- 66WCM – 24” full-height wine cellar with 90-bottle capacity
- 3BARM – 15” undercounter beverage & wine refrigerator
- 6BARM – 24” undercounter beverage & wine refrigerator***Note
- 66WBM – 24” full-height wine & beverage refrigerator
- 66BWM – 24” full-height beverage & wine refrigerator

*****Note:** During California Wine Month and through the holidays, Marvel is pleased to offer an up to [\\$400 discount](#) off the suggested retail prices for two of its best-selling models (61WCM-BS-G, 6BARM-BS-G). See your authorized Marvel dealer for details.

About Marvel

Marvel is the leading manufacturer of luxury undercounter refrigeration products, including wine cellars, beverage and wine refrigerators, refrigerated drawers, outdoor refrigerators, ice machines and beer dispensers. All models are available through a national network of retailers served by local distributors. For complete information or to locate a Marvel distributor near you, visit www.lifeluxurymarvel.com or contact Marvel Industries, a part of the Aga Rangemaster Group, at (800) 428-6644.

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