

Rapid Chilla Cools Wine & Vodka Bottles in Minutes

Thursday March 10, 9:00 am ET

- Expanded Gourmet Market, Restaurant, and Bar Use Seen

SAN RAFAEL, Calif., March 10 /PRNewswire/ -- Julie Casady, owner of WineChilla.com and distributor in North America of the Chilla® and Freeza® wine and beverage cooling systems, announced today expanded commercial sales horizons. Chilla cools two or three bottles of wine in 4 minutes and wine glasses in less than 30 seconds. Freeza keeps vodka and wine bottles and glasses ice cold and ready to use.

"Even before the popular film 'Sideways' helped energize wine sales in the United States, wine and specialty drinks have been on the upswing," Casady said. "Today gourmet market and restaurant customers are more sophisticated and demanding. They expect chilled wines for immediate consumption. Rapidly chilling fine wines to order keeps them in excellent condition until needed and boosts customer satisfaction with their wine selection. With Chilla, it is no longer necessary to wait hours for the perfectly chilled bottle of wine. Or fear that the delicate flavor of fine wine or champagne will be damaged because of overexposure in the refrigerator or freezer."

"In addition to chilling wines for by-the-glass sales, our second product, Freeza, keeps vodka and gin at the perfect temperature -- 7 to 8 degrees Celsius -- in an attractive bar top display," said Casady. "Frozen vodka and gin is a massive growth area in bars and nightclubs. In fact, vodka is one of the fastest growing spirit drinks, and one that outlasts changing fashion and fads. Freeza displays bottles in an attractive, easy-to-use unit that sits on the bar counter or back bar. Consumer research shows that displaying bottles helps the sales of vodka because customers are attracted to their colorful, dramatically designed labels."

"Chilla 2 and Chilla 3 also offers distributors and producers space on the front of the machines to put a company logo, and use the units as an advertising tool with their largest accounts," said Casady.

Chilla and Freeza machines, and Vin Chilla®, a single-bottle wine cooler for home use, are made in Italy and distributed worldwide by CHILLA LTD., Unit G3 Kingston Business Park, Kingston Bagpuize, Abingdon Oxon, OX13 5FE, England.

Contact: Julie Casady

Phone: 415-246-3200

Fax: 415-454-2717

E-mail: info@winechilla.com

Web: <http://www.winechilla.com>