



Monogram™ Introduces New Undercounter Wine Reserve and Beverage Center at KBIS 2025
Meticulously Crafted for Refined, At-Home Experiences

LOUISVILLE, Ky., February 25, 2025 – Monogram™ is introducing a new undercounter wine reserve and beverage center designed to offer delicate storage for wine enthusiasts. Debuting at the 2025 Kitchen and Bath Industry Show (KBIS), the [Monogram 24" Panel-Ready Undercounter Wine Reserve](#) and [Monogram 24" Panel-Ready Undercounter Beverage Center](#) combine the finest materials with unmatched performance and ownership for homeowners to accessibly house wine collections with perfectly stored temperature control.

The Monogram 24" Panel-Ready Undercounter Wine Reserve and Monogram 24" Panel-Ready Undercounter Beverage Center are tailor-made to fit any space with a fully integrated, panel-ready exterior and sleek black onyx interior. These WiFi-enabled models include display mode and proximity lighting options for owners to showcase their collection around the clock or set interior lighting to automatically activate upon approach. Owners can enjoy better connectivity and control with door ajar and internal temperature alerts, a child control lock, and additional features.

The **Monogram 24" Panel-Ready Undercounter Wine Reserve** offers two precise temperature zones ranging from 41°F to 61°F to ensure optimal temperature storage for all bottles. The wine reserve includes six removable, full-extension walnut wood shelves to showcase up to 42 bottles with the top shelf in each zone designed to store larger bottles. The **Monogram 24" Panel-Ready Undercounter Beverage Center** features TurboCool™ technology to maintain consistent temperature storage from 34°F to 45°F for up to 126 cans or 13 bottles. This model offers abundant space and versatility with two removable, full-extension walnut wood shelves, three spill-proof, tempered glass shelves, and one Quick Space™ shelf that splits in half and slides under itself to store larger items.

"Introducing these new products showcases the brand's commitment to elevating every aspect of the home," said Monogram Executive Director Julie Burns. "The meticulous design details found throughout both appliances lend to the refined, at-home experiences achieved with the finest materials, features, and distinctive capabilities."

Both models offer additional luxury features including:

- **Tailor-Made Design:** Choose from a panel-ready or stainless steel design with flush installation, front leveling, and reversible door hinges for seamless integration into any space.
- **Elegant Interior:** Set and maintain the perfect temperature with backlit electronic controls. Back wall and overhead LED lighting brightens the interior, allowing owners to beautifully showcase any collection behind UV-protected, soft-close glass doors. Smooth gliding, walnut wood shelves and damping buffer slide prevent vibration while cradling bottles to prevent damage.
- **Thoughtful Ownership Features:** Get connected to enhance the ownership experience. Automatic software updates equip these undercounter models with the latest features including alerts that signal if the door has been left open or the internal temperature is outside the normal range. Lock out mode ensures your wine reserve or beverage center stays closed when you are away, sending a notification via the SmarthQ app if the wine or beverage center is opened. Owners can enable the child control lock to prevent unwanted changes to their settings.

The Monogram 24" Panel-Ready Undercounter Wine Reserve and Monogram 24" Panel-Ready Undercounter Beverage Center are standout new products in the Monogram booth at KBIS 2025. These designs highlight Monogram's KBIS 2025 booth theme of Monogram Beyond, an immersive experience that pushes the boundaries of modern design with sophisticated integrations of appliances in every room.

Visit the Monogram booth located in West Hall (#W2409). To book a media tour, please visit the link [here](#). For all other questions about Monogram at KBIS, email: monogram@sharpthink.com.

The Monogram 24" Panel-Ready Undercounter Wine Reserve and Monogram 24" Panel-Ready Undercounter Beverage Center will be available in March 2025 at select Monogram dealers for a suggested retail price starting at \$2,700. Stainless steel panels and Statement and Minimalist collection handles are sold separately. For more information, visit [monogram.com](https://www.monogram.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. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company¹ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#)

1 OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units