



Monogram™ Elevates the At-Home Wine Experience with the Monogram 24” Wine Column

Luxury Model that Artfully Preserves Wine Collections with Customizable Configurations and Thoughtful Design

LOUISVILLE, Ky., November 13, 2024 - [Monogram™](#) is bringing elegance and professional-grade performance to displaying and storing any at-home wine collection with the [Monogram 24” Wine Column - Panel Ready](#). This refined, luxury model holds up to 91 bottles and seamlessly blends into the aesthetic of any home with a panel-ready design and flexible customizations. The Monogram 24” Wine Column is now available in Stainless Steel starting at \$8,000 with handles in the Minimalist and Statement collections sold separately.

The Monogram 24” Wine Column is carefully designed with homeowners and wine collectors in mind, offering integrated storage solutions and a striking new way to display a wine collection. The refrigerator offers two distinct and precise temperature zones with air filtration and dual-zone evaporators for optimal humidity levels and consistent temperature storage throughout for longer-lasting and better-tasting wine. With simple, front-facing, glass-touch controls, owners can choose from four presets to optimize wine preservation tailored to white, red, sparkling, and cellar storage— Red at 61 °F, White at 46 °F, Sparkling at 45 °F, and long-term storage at 54 °F.

Beyond its elegant exterior, the Monogram 24” Wine Column achieves a seamless, fully integrated design with flush installation – further enhancing the kitchen, bar, or entertainment spaces. For wine collectors who want to highlight specific bottles, the refrigerator features a dedicated display shelf to keep standout selections or planned pairings front and center. Thirteen full-extension smooth-glide shelves, designed with dark walnut wood and an anodized aluminum-edged finish, allow for the effortless selection of the perfect bottle for any occasion. The durability of these materials complements a low-vibration compressor to protect the wine collection from any disturbances that could adversely impact aromas or flavors.

“Enjoying a bottle of wine at home is a sensorial experience – it activates all five senses, from opening the bottle to taking your last sip,” said Monogram Wine Director Erik Segelbaum. “High-quality storage is key for preserving these moments and your beloved collection. The Monogram 24” Wine Column dramatically improves the at-home wine experience by coupling meticulous design, premium materials, and outstanding performance to provide connoisseurs with the premier solution for showcasing and maintaining their finest bottles. The column’s zones can be individually controlled or one can utilize the temperature presets, removing the guesswork and allowing wines to be stored at perfect temperatures for service and/or long-term preservation. Shelf spacing is thoughtfully designed to ensure no jamming of bottles or label damage. The 24” Wine Column will benefit connoisseurs and amateurs alike.”

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

- **Elegant Design:** The panel-ready design and flexible customizations create a truly built-in and cohesive look and feel, allowing owners to choose whether the Monogram 24” Wine Column stands out or blends seamlessly with surrounding cabinets. To fit each owner’s aesthetic,

Monogram's Statement and Minimalist handles are compatible with the 24" Wine Column (sold separately). Right-Hand and Left-Hand door swing options are available for versatility in the home.

- **Advanced Protective Features:** Double UV-tempered glass doors shield owners' wine collections to prevent negative UV reactions that could impact the quality of the wine. Activated carbon filters also help remove odor and provide proper circulation.
- **Elevated Interior:** Ramp-up LED lighting fully illuminates the 24" Wine Column interior to showcase the entire collection. Owners can choose from four different settings, plus lights that gradually brighten and dim when column doors open and close, allowing entertainers to view and select bottles with ease.
- **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.

"Launching the Monogram 24" Wine Column strengthens our investment in expanding the Monogram wine refrigerator portfolio while allowing us to deliver high-quality products that inspire owners to elevate their homes," said Monogram Executive Director Julie Burns. "As we continue to develop and reimagine luxury appliances, we are eager to keep pushing the envelope of customization, craftsmanship, and thoughtful design."

The Monogram 24" Wine Column will be available in November 2024 in Stainless Steel at specialty retailers nationwide starting at \$8,000. Statement and Minimalist collection handles are sold separately.

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.