

Sub-Zero's New Line of Built-In Refrigeration Helps Families Reduce Food Waste

New Web Site Provides Tips and Information for Keeping Food Fresher Longer

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MADISON, Wis., Aug 05, 2008 /PRNewswire via COMTEX/ -- Sub-Zero, Inc., the industry leader in premium refrigeration, has introduced a new Built-In Refrigeration Series that will help significantly reduce food waste and keep food fresher longer. The revamped line, available this fall, underscores Sub-Zero's expertise and commitment to food preservation.

A recent study from the University of Arizona, along with internal research, suggests that the average U.S. household throws out well in excess of \$500 worth of fruits, vegetables, leftovers and other food items every year due to spoilage. Much of this waste can be reduced by proper refrigeration, the reduction of ethylene gas in the refrigerator, and food storage education.

"With prices on the rise for so many food items at the supermarket, and as people make fewer visits to the store because of increased gas prices, it's more important than ever before to keep food from spoiling in the refrigerator," said Christopher Parr, consumer marketing manager for Sub-Zero, Inc. "Our new built-in refrigeration series includes several features to help combat this problem."

Like all Sub-Zero refrigerators, the new built-in includes a freshness preservation system, which is a dual-compressor operating system that separately controls the temperature and humidity of the refrigerator and freezer compartments, and holds preset temperatures within a plus-or-minus one-degree. This precise, independent control of the refrigerator and freezer compartments ensures the highest air quality and therefore, fresh food and energy efficiency. Other refrigerators utilize just one compressor to push air from the freezer into the refrigerator, and this recycled air from the freezer compartment contributes to the drying and decay of fresh foods.

Sub-Zero's new built-in series also includes an advanced air purification system that "scrubs" the entire volume of air in the refrigerator an average of once every 20 minutes. This purification system significantly reduces odors, viruses and bacteria -- as well as the ethylene gases present in some foods that cause premature ripening and, ultimately, food spoilage. Some fresh foods, such as apples, naturally emit ethylene gas, which will make carrots in the refrigerator taste bitter and leafy vegetables decay faster.

Another feature of the built-in series is its new water filtration system. Sub-Zero created one of the most-advanced water filtration systems in the industry, designed to significantly reduce contaminants such as viruses and bacteria that may be present in water and ice. Most refrigeration water filters typically reduce chlorine and sediment, but Sub-Zero's new design takes filtration a step further. The new microbiological water filter preserves the fresh taste of clean water and ice.

Proper food storage is also essential to ensure that foods stay as fresh as possible. Sub-Zero's built-in units offer a freshness guide within the refrigerator that provides easy-access reference to proper storage for fruits, vegetables and leftovers. Advice featured on the card is based on research conducted by food scientists at the University of California, Davis. A second card offers important use-and-care information so owners can truly understand how to care for their food within the refrigerator.

"People often forget that certain foods shouldn't be placed within proximity of each other in the refrigerator," added Parr. "Our new freshness guide offers easy-to-understand tips and reminders that can make a big difference in keeping food fresh."

These storage tips, along with guides on how to select high quality fruits and vegetables, and other helpful information are also featured on a recently launched Web site to support the launch of the Sub-Zero built-in series, <http://www.subzerofresh.com>. The site also gives users an expanded look at the refrigerator's new features and allows virtual interaction with its capabilities.

"This built-in technology requires its own Web site to fully communicate its benefits and features," said Parr. "The site brings to life the advancement of the refrigerator's freshness preservation and examines the four distinct design options available to owners, to give them limitless flexibility."

In addition to detailed information about the built-in series' quality, design flexibility, performance, air purification and water filtration, the site also features a video gallery, photo gallery, customization options and a virtual tour of the different units (including detailed information on the 13 improvements in the interior alone, versus previous Sub-Zero models).

Sub-Zero has redefined built-in refrigeration to not only help families keep their food fresh, but also fit the changing needs of homeowners and designers. By improving every aspect of the unit, from purifying the air quality to updating the interior, Sub-Zero reaffirms its dedication to food preservation, design and freshness.

For additional information and interaction, or to embed videos on your site, which showcase the new built-in line, visit the Sub-Zero Built-In Channel on YouTube at <http://www.youtube.com/subzerorefrigerator>, or <http://www.subzerofresh.com>, or call 1-800-222-7820.