



# The BOXX'r

by 'r products

## Unique wine cooler chills boxed wines to an optimum serving temperature

Currently the sales of bag in box wines are increasing. Nowadays one can also buy good quality wines in bag in box format. As the quality of the wines increases there are higher demands on the wines to be served at the correct temperature. Currently red wines are often served too warm while the white and rosé wines many times are served too cold. While the quality of boxed wines is getting better and better, this increased the requirements for the appearance of the packaging. When entertaining guests at the dinner table it is not really appropriate on such an occasion to serve wine from a cardboard box.

So now we have introduced the solution for wine lovers with good taste: The Boxx'r - an exclusively designed wine cooler for boxed wines. The Boxx'r uses a thermoelectric cooling system, which cools the wine much faster than a normal refrigerator - and additionally cools the wine to an optimum serving temperature. One simply takes the wine bag out of the box and places it in the cooler.



The Boxx'r has two settings, 10 °C for white and rosé, and 16,5 °C for red wine. The cooler works at 230 V, but can also be powered at 12 V for use on a boat or caravan. It is virtually silent and fits most three litres (or less) wine bags.

## Optimum serving temperatures

The reason temperature is so important is that at the right temperature, wine releases a beautiful bouquet filled with fragrant aromas. Thus serving a wine at an incorrect temperature can end up being a big disappointment.

Serving temperatures of red wines should not exceed 18°C, as then the alcohol evaporates faster and can interfere with the aromas of the wine. Serving red wines at a colder temperature slows the evaporation of alcohol, thus improving the aroma and flavour, and makes the wine smoother. The idea that wine should be served at 'room temperature' is an outdated truth way back from the time before central heating was introduced in our homes.

The reason why white and rosé wines are sometimes served too cold is that they are often served directly from a normal refrigerator which generally has a temperature of around 4°C. At such a low temperature wine loses a lot of its character, particularly with respect to its aroma and flavour.



## Product benefits and specifications of The Boxx'r:

- Exclusive and robust design, suiting well in your kitchen or living room
- 2 pre-set settings: chills white & rosé wine to 10°C and red wine to 16,5°C
- Connects to the normal 230V mains, or to 12V to use in boats and caravans
- Very quiet and low energy consuming thermoelectric cooling system
- Chills the whole wine bag considerably faster than a refrigerator: red wine in 0,5-1 hour and white wines in 2-5 hours. The 1st glass of wine is chilled after approximately 15 minutes
- Holds all types of standard 3 litres (or less) Bag-in-Box packaging
- Optional stand for easier access to the tap whilst filling a glass
- The angled cooling area ensures that only a small amount of wine will remain undispensed
- Sizes (W x D x H): Product: 21 x 22 x 35 (45)cm; Packaging: 27 x 27 x 40cm
- Weight: Product: 2,4 kg (3,2 including packaging)
- Cooling capacity: Max. 18-20°C below ambient temperature
- Ambient conditions: Temperature range: from +10 to +32°C, Humidity: < 70%

## For more information:

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