



## Wine Cooler Buying Guide

Wine is considered a desirable good for many businesses. Therefore, it is essential that you can present wine to your customers at the perfect temperature and taste. Caterkwik's wine cooler buying guide aims to help you decide on investing in the perfect wine cooler that can achieve optimum storage conditions for your luxury wine collections.

### What makes Wine Coolers different?

Wine refrigeration is different to standard refrigeration appliances and the use of a wine cellar, so it is important to know the differences before you pour your money into a standard bottle cooler or an expensive wine cellar.

#### Standard Refrigeration

- Optimum temperature is around 4°C, which is too cold for most wine storage.
- Are often designed to decrease humidity – reduced humidity can risk drying out corks and damaging the wine.
- Motors in standard refrigerators often cause vibrations which can ruin wine if the vibrations are excessive and constant.

#### Wine Cellars

- Wine cellars are designed for long-term storage which is often intended to age wines for a long time as opposed to wine coolers, which are better for businesses that have a high demand for bottles of wine, which is needed daily.
- There are several control variables which must be kept constant if you are intending to store bottles of wine in a cellar. The humidity, temperature, light and vibrations must all be controlled to fulfil optimum storage conditions.

#### Wine Coolers

- Wine coolers can maintain humidity and temperature levels for optimum storage conditions for wine.
- Wine coolers have preventative measures that suppress vibrations so stored wine doesn't get damaged.





## Size & Capacity

The size of the wine cooler will depend on the space you have available to comfortably house the unit. Wine coolers are available as undercounter and upright models which can store a varied size of wine bottles.



The number of doors you require will relate to the size of wine cooler. Most undercounter wine coolers will have a single door, however, providing on your business needs and the layout of your business will determine whether you would want a double door wine cooler.

The number of wine bottles you need to store will give you an indication of the ideal storage capacity for your business. Generally, the larger your business is will usually equate to higher demands, but we recommend that you invest in a wine cooler with 25 – 50% more capacity so you will always be able to store enough bottles for those busy peak times. The bottle capacity for most manufacturers is based around a 750ml Bordeaux wine bottle. Burgundy and Champagne bottles are slightly larger and therefore you may want to consider investing in a wine cooler with sliding and/or adjustable shelves to accommodate the larger bottles.

## Temperature

It is essential to maintain certain temperatures when storing wine. Red and white wine have different optimum temperatures and it is essential to store them at the right temperature to get the perfect taste for your customers.

Rather than having to purchase two wine coolers for red and white wine, we recommend that you look out for wine coolers with a dual temperature control. This will allow you to set the optimum temperature for both red and white wine in the same cooler.



Recommended serving temperatures: (not an extensive list!)

## White

7°C: Sauvignon Blanc, Pinot Grigio, Champagne  
8°C-9°C: Chardonnay, Riesling  
9°C-10°C: Sauternes, Semillon  
11°C: Viognier

## Red

12°C-14°C: Beaujolais, Merlot, Rose  
14°C-16°C: Burgundies, Pinot Noir, Chianti, Rioja, Zinfandel, Malbec  
17°C-19°C: Bordeaux, Cabernet Sauvignon, Shiraz



## Display & Features

Most wine coolers have either wooden or wire shelving. We recommend looking for wine coolers that have wooden shelves as wire shelves can sometimes bend due to the temperature and scratch the bottle or the label, ruining the bottle's design.

The capacity of wine coolers is based around a 750ml (75cl) Bordeaux bottle, however, Burgundy and Champagne bottles are slightly larger and may not fit the same. Some wine coolers will have removable shelves or adjustable shelves which will allow you to make more room to store larger bottles as well as your main wine.

UV rays from light can damage wine, so it is important that light exposure to your wine cooler is controlled. Ideally, it is best that your wine cooler is out of the path of direct sunlight, but if that isn't possible then it is possible to have a UV-resistant glass door which can limit the harmful effect of UV rays. If failing this, solid door options are always available.

Interior LED lighting is a standard feature for most wine coolers as it emits very low UV rays. LED lighting is useful as it allows you to enhance your wine display without risk of damaging your wine.

## Price

We advertise a range of wine coolers, which are suitable for a range of budgets. Usually, the size, more shelves and capacity of a wine cooler will often directly correlate to how expensive a unit will be. In addition, the quality of the exterior and interior will also contribute significantly to the price. Units constructed out of stainless steel will increase the price more than standard painted exteriors and an aluminium exterior.

While the price is a major factor, it is best to invest in a wine cooler which is best suited for you and your business.