

HOME FURNISHINGS

Sub-Zero Group introduces virtual showcase for smart appliances

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Sub-Zero is offering undercounter refrigeration that is customizable. Image courtesy of Sub-Zero

By LUXURY DAILY NEWS SERVICE

Kitchen appliance group Sub-Zero, Wolf and Cove is launching its first virtual showcase to feature new product offerings.

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The four new products aim to represent the company's continued dedication to consumer culinary experience and technological innovation. With affluents spending the majority of their time at home, many are looking to upgrade their appliances and home furnishings without visiting physical stores.

"Our commitment to perfection, our passion that drives our every innovation meticulous research, development and rigorous testing that is what brought us here," said Jim Bakke, president and CEO of Sub-Zero, in a statement. "The company continues to focus on the kitchen of the future based on emerging technology, science, and design.

"The new products are equipped with enhanced performance features and are Wi-Fi enabled to offer greater control, convenience, and simplicity," he said. "As always, Sub-Zero, Wolf, and Cove represent the pinnacle of meaningful luxury."

Harmony in the kitchen

The appliance group is currently highlighting four new products for 2021 including the Sub-Zero Designer Series undercounter refrigeration, a Wolf E Series built-in oven, Wolf induction range, and Wolf dual fuel range. Each new appliance will have polished designing, be Wi-Fi enabled and include enhanced performance features

Sub-Zero's new undercounter refrigeration offers convenience with customizable exteriors and impressive aesthetics. The Wolf E Series oven features an enhanced cooking performance with a dual convection system and chef-tested modes of operation.



Wolf is offering dual fuel ranges that feature dual-stacked, sealed gas burners. Image courtesy of Sub-Zero

The Wolf induction range offers a fully integrated touch-control panel on top, and the Wolf dual fuel range offers an innovative product in one cooking package.

Sub-Zero continues to highlight their dedication to consumers' culinary experiences.

In 2019, Sub-Zero, Wolf and Cove turned to a filmmaker to launch a new brand philosophy centered on the shared experience of food. "Live Deliciously" focused on the intangible side of eating, as recipes and shared meals create memories and bonds ([see story](#)).

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