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JENN-AIR TO UNVEIL NEW LUXURY APPLIANCES AT PEBBLE BEACH FOOD & WINE

BENTON HARBOR, Mich. (April 7, 2014) – Luxury appliance maker Jenn-Air will return to California’s beautiful Monterey coast as a major sponsor of Pebble Beach Food & Wine, taking place from April 10-13. While enjoying delicious food and wine from some of the nation’s best chefs and wine makers, attendees will also have the opportunity to get a sneak peek at some of the latest Jenn-Air® appliance introductions.

“In terms of product introductions, 2014 is the Jenn-Air brand’s biggest ever,” notes brand experience manager Juliet Johnson. “We’re eager to share our latest offerings with an audience that appreciates how details, from the extraordinarily low-profile of our new cooktops to the flush design of our refrigerators, can truly elevate an experience.”

During the Grand Tasting, featuring over 300 wines from 200 of the world’s most prestigious wineries, attendees can visit the Jenn-Air display to experience the brand’s latest offerings, including new refrigerators with an elegant and dramatic black interior, called Obsidian; sleek, high performance ventilation systems; a built-in combination steam and convection oven; and an easy-to-use, built-in coffee maker that elegantly blends into its surroundings.

Jenn-Air Master Class Culinary stages will host a line-up of renowned culinary luminaries, including Donatella Arpaia, Tyler Florence, Carla Hall, Linton Hopkins, John Shook and Andrew Zimmern. In addition to the cooking demonstrations, the event will feature luxury dining experiences and wine tastings led by top sommeliers and wine educators.

The luxury appliance maker is also creating a video series capturing the journey up the scenic Californian coast, highlighting select culinary and wine destinations from Los Angeles to Pebble Beach. The videos will be shared via the Jenn-Air brand’s social platforms beginning this week and live highlights of the event will also be posted throughout the festival weekend at facebook.com/jennair and twitter.com/jennairusa.

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About Jenn-Air:

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air brand has consistently grown its reputation as a technology and design innovator. Its selection of style options includes two distinct stainless steel collections and a cutting-edge Floating Glass finish in black or white. From downdraft cooktops, wall ovens and professional style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine cellars, Jenn-Air brand offers a complete line of major kitchen appliances. To learn more about the Jenn-Air® appliance collection, or speak with a member of the concierge team, please visit jennair.com, twitter.com/jennairusa or facebook.com/jennair.

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