



FOR IMMEDIATE RELEASE

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Perlick Corporation is the Official Beverage Refrigeration and Dispensing Outfitter for Sports Authority Field at Mile High

Milwaukee, WI – [Perlick Corporation](#), the leading manufacturer of innovative total refrigeration and beverage dispensing systems, announced today that with the addition of residential products to the luxury suites at Sports Authority Field at Mile High, it is the official beverage refrigeration and dispensing outfitter for the celebrated stadium. The newly-completed luxury suite refrigeration upgrade was coordinated through [Epicurean Culinary Group](#) in Denver, CO. Representatives from Perlick worked with Greg Karl, president and COO of Epicurean Culinary Group, to outfit Sport Authority Field at Mile High's 97 suites with Perlick's [Signature Series 48-inch Refrigerator and Beverage Centers \(HP48RB\)](#). Karl's decision to choose [Perlick's residential product line](#) for the renovation was twofold: Sports Authority Field at Mile High already featured Perlick's [Century Beer System](#) and various [commercial products](#) in its concessions areas, and Karl had a great experience with Perlick's residential products through the [Association of Luxury Suite Directors](#) tradeshow.

"We knew we wanted to make significant upgrades to the refrigeration used in the luxury suites at Sports Authority Field at Mile High," states Karl. "Perlick's commercial presence in the stadium, the 48-inch units' ability to actually meet our discerning refrigeration needs, and the simple fact that Perlick's name means quality and great service were all factors that made the choice to incorporate Perlick into the suites a simple one."

In addition to 12 cubic feet of storage space and the ability to cool beverages in two different temperature zones, including 16 bottles of wine and up to 162 cans of beer, each 48-inch Refrigerator and Beverage Center features Perlick's exclusive, whisper-quiet Variable Speed Compressor (a single compressor that works to cool the entire unit), Perlick's RAPIDcool™ refrigeration technology (which boasts the fastest temperature

pull-down in the industry – room temperature beverages are ice cold in less than 30 minutes), stainless steel interior, and full-extension shelving.

“When the units arrived, we were able to customize the refrigeration settings low enough to chill the Coors beer we stock to indicate the ‘Super Cold’ label reading,” states Karl. “Every product we used in the past would freeze the beer when we attempted this. Perlick’s proprietary compressor cooling method makes it possible to serve beer at the temperature our customers’ request while managing to increase profit margins because more beer is consumed and waste is reduced as a result of not having to discard frozen beer.”

Perlick’s full-extension shelving is another exclusive feature that Karl and the Epicurean Culinary Group are impressed with. Perlick’s shelving actually extends all-the-way out of the unit, making it user friendly to fans attending football games and to Karl’s employees that stock the units before games. “Perlick’s full-extension shelving has resulted in significant savings when it comes to inventory,” states Karl. “Our inventory is not only more accurate, but inventory is completed much faster which saves us money as well.” Perlick’s presence in Sports Authority Field at Mile High has resulted in the ability for fans to truly enjoy their beverages while witnessing a season of football that will not soon be forgotten. “We are extraordinarily happy with Perlick’s products and with our relationship with the company,” states Karl. “Perlick’s products have managed to make our customers happy, while reducing our operating expenses and increasing our bottom-line.”

ABOUT PERLICK RESIDENTIAL

As the leader for nearly a century in the commercial bar, beverage refrigeration, and dispensing equipment industry, the [Perlick brand](#) can be found in the world’s finest restaurants, bars, stadiums, hotels and resorts. Utilizing the same attention to detail and unmatched manufacturing capabilities of its commercial line, [Perlick’s residential line](#) of products is the first and only line in the industry to include indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezer and refrigerated drawers, and beer dispensers available in 15-inch; 24-inch; patented 48-inch; customizable, stackable configurations. Clear ice makers are also available. To learn more about Perlick’s residential product line, visit www.perlick.com or contact Perlick at (800) 558-5592.

ABOUT PERLICK COMMERCIAL

Since its humble beginnings in 1917, attention to detail and unmatched manufacturing capabilities have made Perlick Corporation the leading producer of innovative refrigeration, beverage dispensing systems, tapping equipment, and brewery fittings. [Perlick’s commercial product lines](#) optimize energy use, improve style and increase durability; thus, maximizing the profitability of any business. All Perlick products are handcrafted in Milwaukee, Wisconsin ensuring unsurpassed quality along with the unique ability to create custom refrigeration and underbar equipment. To learn more about Perlick’s commercial line of products, visit www.perlick.com or contact Perlick at (800) 558-5592.

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