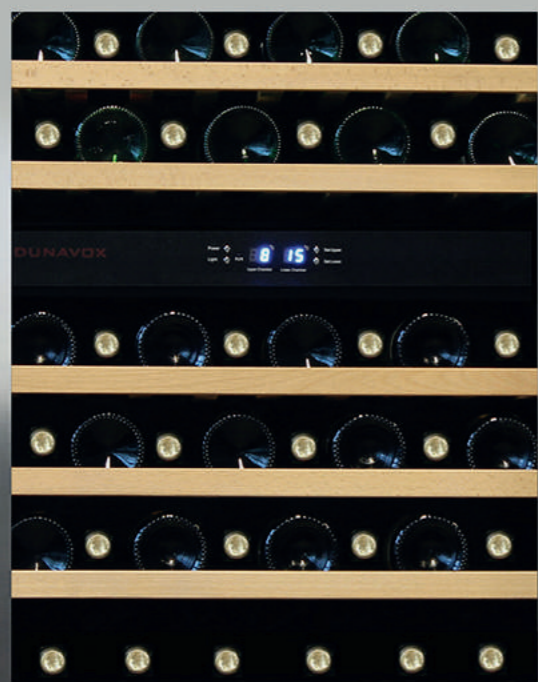


# FOOD FOR THOUGHT

Preventing food waste is one of consumers' top concerns when it comes to purchasing cooling appliances – but what else do they look for?

Words Danielle Lett



## DAU-46. I46DSS

**Dunavox**  
Tel: 0333 577 6466  
www.elitefridges.co.uk  
Dunavox's 60cm-wide undercounter wine cooler unit's elegant appearance makes it ideal for modern kitchens. Steel cased, with a steel handled, tinted door, bottles are placed on wooden sliding shelves in this 46-bottle capacity model. It has an A energy-efficiency rating and also features a heating setting and automatic defrost



## N 90 KI8865D30

**Neff**  
Tel: 0344 892 8989. www.neff-home.co.uk  
Neff's N 90 KI8865D30 built-in fridge-freezer includes many features that help minimise food waste. The FreshSense function keeps an eye on the fridge and freezer temperatures, monitored by intelligent sensors and corrected to keep the temperature constant. It also includes Home Connect, NoFrost and BigBox – providing an abundance of storage space in the freezer, even for large and bulky items. As well as FreshSafe 3 (two climate zones with different air moisture at nearly 0°C to keep vegetables, fruit, fish and meat fresh for longer), it has a total net capacity of 223 litres – comprised of a net fridge capacity of 156 litres and a net freezer capacity of 67 litres, and an energy-efficiency rating of A++

**Cooling appliance sales grew by 9% in the last six years, representing just under 20% of the £900m kitchen appliance market, according to MTW Research's Kitchen Market Report 2019. "The cooling appliance market continues to experience pricing pressures in the lower-mid value sector in 2019, prompting independent kitchen retailers and manufacturers to shift their focus towards higher value cooling appliances with enhanced product features and benefits," explains Mark Waddy, director at MTW Research. But what are these enhanced product features and benefits that consumers want?**

"Advancements in technology are leading the trends," says Iskender Diker, director of sales and marketing at Aga Rangemaster. "A great example is independently controlled cooling zones, which are becoming more of a necessity than a luxury." Smart technology that can both monitor and control the contents of consumers' refrigerators are a welcome addition, as BSH Home Appliances Ltd's built-in cooling category manager Valerie Posner echoes. "A key message for us is that food stays fresher for longer when it is stored properly, and the feature on BSH cooling products that helps consumers do that is sensor technology." She adds: "Each of the fridges have probably eight to 12 sensors in them, which are constantly checking ambient temperature, the temperature of the food that's going in, the temperature of the frozen food, and it adjusts to allow for these factors."

By allowing consumers to monitor their food, it also helps them cut down on the amount that they're wasting. "Research has found that in the UK, around 10 million tonnes of food is wasted per year, and a staggering 71% of this is attributed to households," explains Catherine Balderson, senior brand manager at Hotpoint. And it's not only food waste that consumers want to cut down on, but also using appliances that aren't eco-friendly. "Increasingly, consumers are more aware about the impact major appliances have on the planet, and want to understand a product's eco credentials," says Richard Treffler, Miele GB's category manager for refrigeration.

When it comes to design, bigger is proving to

be better, with Glen Dimplex Home Appliances' product manager for refrigeration Liam Cookson saying: "Perhaps the biggest emerging trend in terms of style, particularly with the bigger freestanding products, where we are seeing a move to multi-door fridge-freezers – such as three or four-door appliances – and French door style fridge-freezers with drawers underneath." This allows homeowners to cut down on the number of supermarket trips they need to take during the month, eventually saving money. In terms of aesthetics, contemporary kitchen styles are favoured "by 55% of UK customers", according to Catherine Balderson, adding that "stainless steel and black are the most popular colour choices of appliances, favoured by 45% and 23% of consumers respectively."

Refrigeration and wine coolers that can seamlessly be integrated into the rising demands for open- and broken-plan living are another huge draw, with Waddy noting that "growth in open-plan living is underpinning opportunities in the built-in cooling appliance market, with consumers wishing to conceal appliances, while designers increasingly blur the lines between kitchen and living areas." This has led to manufacturers also having to consider creating appliances that are on the lower end of the sound scale, with Waddy adding: "This trend has also boosted demand for cooling appliances which offer quieter operation, more discreet design and more flexible siting requirements."

And for consumers who want to add an extra touch of luxury to their homes? That's where wine coolers come in. Having a specialist cabinet for bottles is a big market, with Küppersbusch sales UK business development manager James Smith saying: "We have seen an increase in demand for wine cabinets, reflecting the trend for professional style kitchens, and the customers' continued love affair of entertaining at home." Steve Corbett, marketing manager at CDA adds that the interest in wine has never been greater in the UK, "with consumers spending on wine and beer remaining buoyant. He finishes by saying: "the prosecco boom helped – it is a wine that has to be properly chilled." ■



## WQ9 BIL

**Whirlpool**  
Tel: 0344 815 8989. www.whirlpool.co.uk  
The WQ9 BIL freestanding, American-style fridge-freezer benefits from intelligent food preservation technology, adaptable storage solutions and a spacious 591-litre net capacity. The refrigerator opens to a full width without a central pillar, making it ideal for storing large items and platters. The WQ9 BIL's adaptable FlexiFreeze compartment has three different settings for users to choose from, to suit a variety of freezing requirements: Soft Freeze (-7°C), for food that is to be consumed within a week; Mild Freeze (-12°C), the ideal temperature for desserts and ready-to-serve ice cream; and Deep Freeze (-18°C), perfect for retaining the nutritional value of frozen food for longer



## FWC 624SS

**CDA**  
Tel: 01959 862 000. www.cda.eu  
CDA's FWC 624SS wine cooler features 11 slide out shelves, a red digital display and a UV-protective smoked toughened glass door that's triple glazed. With white LED interior lighting, the wine cooler also has dual temperature storage zones and two humidifiers



**KCFME 60150R (UK)**

**KitchenAid**  
Tel: 0800 151 0908.  
www.kitchenaid.co.uk

This freestanding, single door fridge from KitchenAid features a striking aesthetic, asserting itself as a timeless icon. It is complete with a freezer compartment, smartly combining innovation and tradition. The appliance boasts a net capacity of 221 litres (195 litres for the fridge and 26 litres for the freezer), and an A++ energy-efficiency rating. Featuring three adjustable glass shelves, the ProAir System ensures and maintains the optimum cooling temperature. The KCFME 60150R also features a premium LCD touchscreen interface, and interior LED lighting for energy-efficient illumination

**FWK4800.0**

**Küppersbusch**

Tel: 01922 698 000. www.kuppersbusch.com

The FWK4800.0 Profession+ built-in wine cooler has a 79-bottle capacity, A energy-efficiency rating and incorporates a high-tech dynamic air circulation cooling system to maintain optimum temperatures. One standout feature is the 45° presentation shelf and eight removable wooden pull-out shelves for maximum versatility. This black framed glass model is fully-equipped with two different temperature zones, from 5°C up to 18°C, with UV door protection, and allows the user the opportunity to personalise the handles in a selection of Küppersbusch 'Individual' finishes



**Caple's product manager Luke Shipway shares what retailers should be advising their customers on to help ensure any wine cabinet purchases are well-informed**

"Look for cabinets with compressor cooling systems, as they will maintain precisely the right temperature, regardless of the ambient room temperature, so retain all of your wine's complex flavour (as wine is sensitive and will react badly to fluctuating temperatures)"

"If you enjoy open-plan living alongside your home bar, pick a cabinet with a low sound level so you don't have any distractions"

"Remember that thermo-electric cooling is only capable of cooling to 15°C below the ambient temperature, which can affect the flavour of your wine – so pick your cabinet wisely"

"UV-protected glass on cabinet door fronts and inside LED lighting are useful, as both prevent the wine from maturing early"

"Make sure your cabinet offers constant humidity levels above 65% – this way, cork quality is preserved, and mould and odours are prevented"

"The slightest vibration will affect a wine's taste so choose a wine cabinet with anti-vibration gaskets and low-vibration compressors, which will leave it undisturbed"

"Buy a cabinet with ample shelving for bottles to be stored either on a single level so they are easy to remove, or stacked for longer storage"

"Choose a cabinet which will work well with your other appliances in your kitchen, such as stainless steel or black glass models"

**SERIE 6 KGN36HI32**

**Bosch**

Tel: 0344 892 8979.

www.bosch-home.co.uk

The Serie 6 KGN36HI32's camera in the fridge allows the user to check the contents of their fridge while out and about via the Home Connect app – meaning there's no doubling up on products already purchased, leading to less food waste. It also includes VitaFresh plus – which keeps food fresh for up to twice as long thanks to extra low temperatures for fish and meat, and optimal humidity for fruit and vegetables. It has an energy-efficiency rating of A++, with a total net capacity of 320 litres (234 litres of net fridge capacity and 86 litres of net freezer capacity)



**BLAST CHILLER**

**Ilve**

Tel: 0114 399 8672. www.ilveappliances.co.uk

Ilve's built-in blast chiller allows the user to rapidly cool food for preservation and chill champagne, as well as defrost food. It uses TFT touch controls to carefully select the desired function. Controlled via sliding touch controls, the easy-to-read display projects high contrast graphics which allow for the simplest operation



**WC6500**

**Caple**

Tel: 0117 938 1900. www.caple.co.uk

The WC6500 Classic in-column single zone wine cabinet features no frost compressor cooling technology to maintain a constant temperature, easy-to-use touch controls and an LED display. With an A energy-efficiency rating, it has UV/heat-free white internal LED lighting, to prevent the wine from ageing prematurely. Its beech shelves hold 47 wine bottles, and it measures 88.6 x 55.5 x 55.7cm

SXS DELUXE FRIDGE-FREEZER

Rangemaster

Tel: 01 15 946 4000. [www.rangemaster.co.uk](http://www.rangemaster.co.uk)

Rangemaster's SXS deluxe fridge-freezer benefits from a fridge capacity of 386 litres and a freezer capacity of 170 litres. A\* energy-efficiency rated, it features Vseal, a vacuum-seal which draws air from a specialist vacuum plastic bag before using heat to seal the bag shut. The technology limits air reaching foods, enabling them to stay fresher for longer. Additional features include Coolpac – a removable chiller caddy for drinks; and Odour Seal Box – an air-tight box for foods with strong odours

ADVICE

It pays to display your products – our experts share their demonstration tips

“When it comes to displaying in store, we have found that it is beneficial to use active models with faux ingredients to help demonstrate and educate where the different food types should be stored for ensuring maximum freshness and longevity”

**Richard Treffler, category manager for refrigeration, Miele GB**

“Have an appliance plugged in so you can show, tell and explain the technologies that can help the customer make a more informed decision. Ensure the appliance is showcased beautifully and encourage customers to open the door and engage with the appliance. A showroom provides a huge advantage for the retailer, and is the perfect place for the retailer to engage with the consumer”

**Catherine Balderson, senior brand manager, Hotpoint**

“Retailers should focus on an appliance's newly developed features to demonstrate how it can do considerably more than what consumers are currently used to – it's about educating the end user to what more an appliance can do for them and how it can make a positive difference to day-to-day life”

**Iskender Diker, director of sales and marketing, Aga Rangemaster**

“Retailers need to get talking to the consumer about their lifestyle, and move them away from simply whether it will fit, what colour it is and the price. For example, what kind of family have they got, do they buy a lot of fresh food or a lot of frozen, do they batch cook at the weekend? Retailers need to help educate consumers to think this way and to be more demanding to help them get the perfect model”

**Valerie Posner, built-in cooling category manager, BSH Home Appliances Ltd**



FD602PXNE

Smeg

Tel: 0344 557 0070. [www.smeguk.com](http://www.smeguk.com)

With an A++ energy-efficiency rating, Smeg's FD602PXNE freestanding fridge-freezer has a 625 litre gross capacity, three glass shelves and an external LCD display. Made from finger-friendly stainless steel, the fridge-freezer also features a reversible door and a manual internal ice maker.

It has a noise-level rating of 44dB



SIEMENS IQ500 KG39NLB35

Siemens

Tel: 0344 892 8999.

[www.siemens-home.bsh-group.com](http://www.siemens-home.bsh-group.com)

This 60cm fridge-freezer is A++ energy-efficiency rated, and has a total net capacity of 366 litres – 279 litres in the fridge and 87 in the freezer. The hyperFresh Plus drawer provides the right conditions to keep fruit and vegetables fresher for longer – simply switch the control and the humidity will be adjusted. The fridge-freezer also benefits from freshSense – sensors that monitor the temperature inside and outside the fridge and freezer, and adjust it to minimise temperature fluctuations and help food stay fresh for longer



CMNR 6184XKWIFI

Candy

Tel: 0333 006 2975.

[www.candy-domestic.co.uk/en\\_GB](http://www.candy-domestic.co.uk/en_GB)

The CMNR 6184XKWIFI from Candy is a freestanding fridge-freezer with a total net capacity of 317 litres and an A++ energy-efficiency rating. With three freezer drawers, this stainless steel appliance is wi-fi-enabled, with a touch control LED display. As well as featuring a wine rack and adjustable shelves, the EcoSmart function sets the temperatures of the fridge at 5°C and the freezer at -18°C – the optimum temperatures for both the respective sections, and the most energy-efficient conditions





## HMNV 6202XKWIFI

**Hoover**

Tel: 0333 006 2975. [www.hoover.co.uk](http://www.hoover.co.uk)

Part of Hoover's first AI range, the HMNV 6202XKWIFI features voice assist functionality, and can be connected via the Hoover Wizard app. With an A+++ energy-efficiency rating, it has a total net capacity of 351 litres, a humidity equaliser, adaptable storage, and an Ice Drink Coach. The Ice Drink Coach allows users to tell AXI what kind of drink needs cooling, and the size of the container, then notifies them when it's chilled to the optimum temperature



## SPECIAL REPORT

**“GROWTH IN OPEN-PLAN LIVING IS UNDERPINNING OPPORTUNITIES IN THE BUILT-IN COOLING APPLIANCE MARKET”**

**Mark Waddy**, director, MTW Research

## H7T 911T MX H

**Hotpoint**

Tel: 03448 224 224. [www.hotpoint.co.uk](http://www.hotpoint.co.uk)

Hotpoint's H7T 911T MX H fridge-freezer provides the ultimate freshness for food and maximises organisation. With a total combined capacity of 368 litres and an A+ energy-efficiency rating, its Total NoFrost technology removes the need to defrost the freezer. The reversible doors allow for flexible installation, meaning it can be situated in any corner, and also features a wine rack, along with four height adjustable glass shelves

## ST FD70189

**Stoves**

Tel: 0344 248 4149. [www.stoves.co.uk](http://www.stoves.co.uk)

Stoves' 70-cm wide ST FD70189 stainless steel French door-style fridge-freezer is comprised of a 299-litre capacity double door refrigerator, and two full width freezer drawers, offering a combined 163 litres of capacity. A+ energy-efficiency rated, it also features external digital controls, a dual control thermostat and PT Purify – a plasma sterilisation technology that reduces odours in the appliance, and preserves food for longer



## LD85 FI S.I

**Indesit**

Tel: 08000 921 922. [www.indesit.co.uk](http://www.indesit.co.uk)

The LD85 FI S.I is a versatile and efficient fridge-freezer that is ideal to meet the busy family's needs. A+ energy-efficiency rated, this freestanding frost-free combi fridge-freezer has a total net capacity of 294 litres and benefits from the Open Space feature – which opens up 38 per cent more space for large items, thanks to the removable drawers and shelf. Pure Wind protects food by quickly restoring the temperature inside the fridge-freezer every time the door is opened, keeping food fresher for longer, and the Flexi Use box in the fridge allows users to store meat, fish and vegetables at the perfect temperature



## KFN37692 IDE

**Miele**

Tel: 0330 160 6623. [www.miele.co.uk](http://www.miele.co.uk)

This built-in fridge-freezer offers 176 litres of refrigerator storage and 57 litres in the frost-free freezer. Rated A+++ for energy-efficiency, Miele's PerfectFresh Pro technology ensures meat, fish and dairy products will stay fresh for up to three times longer, and fruit and vegetables up to five times longer. Optimised humidity within the storage drawers regulate moisture, while an automatically controlled temperature range of 0°C-3°C will help keep perishable items fresher for longer. Other benefits include DuplexCool, which guarantees the best storage conditions as the refrigerator and freezer sections have separate cooling circuits, ensuring temperatures are at optimum levels