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**FOR IMMEDIATE RELEASE**

**Big Chill Ushers in a New Era of Style to the Kitchen  
Introducing the Big Chill Classic: Industrial Style, American by Design**

***Charting a new course for industrial chic design, the Big Chill Classic Series mixes rugged metals, distinctive finishes and rich colors, making it easy for style-hungry cooks to turn up the heat***

BOULDER, CO., September 24 — Big Chill, maker of the iconic [Retro Fridge](#), proudly unveils the new Classic Series, a line of creatively designed appliances that unite a century of industrial design details – rugged metals, velvety colors and distinctive finishes – into a fresh, new look that’s rich with character, seamlessly modern and distinctively American in design.

The [Classic Series](#) is the newest addition to the Big Chill product portfolio, which features multiple eras of style for the home kitchen, including whimsical Retro-inspired designs as well as contemporary and colorful Pro-style appliances. The new Classic Series pushes beyond the bounds of historicism — a fresh analysis of function and form, a new aesthetic.

Handcrafted in Reading, PA, the Classic Series is offered in a 30-inch range and a coordinating ventilation collection. Available in six colors – Matte Black, French Blue, Cabernet, White, Cream and Stainless Steel – the line also features four unique metal trim options including Brushed Brass, Polished Copper, Satin Nickel and Chrome. The Classic 1900 Series stove is characterized by rugged, textured metals and turn-of-century inspired knobs and handles.

“Design is as important as function, which is why at Big Chill we are obsessed with creating appliances that offer exceptional, unexpected style,” says Orion Creamer, co-founder and president, Big Chill. Creamer also is the company’s lead designer and the architect behind each Big Chill product, from ranges to refrigerators.

**Industrial Chic: The New/Old Décor Trend**

The new Big Chill Classic Series was inspired by American industrial chic design, a movement that finds beauty in aged, utilitarian design. Characterized by reclaimed woods, exposed brick, ductwork on the ceiling and worn textures mixed with hardy metals, this aesthetic works either as an all-encompassing design or just as a small accent mixed with another style. With the Classic Series, Creamer created a new utilitarian design that is timeless, simple and natural in any [kitchen design](#).

“We designed the Classic line as a unique interpretation of industrial chic designs, but with a purely American feel. Neither vintage nor overly designed, the Classic fits effortlessly into a variety of different decors, from traditional to modern and everything in between,” says Creamer.

**A Home Chef’s Dream: the Quality behind the Craftsmanship**

Each Classic 1900 Series stove is built to order in Pennsylvania and offers pro-style performance to match its unique design. Cooking is easy with professional level power and versatility, including up to 18,000 BTU burners. Home chefs easily can slide pots and pans from front to rear burners without lifting them, making use of the full motion, sturdy cast iron grates. Additionally, the oversized oven can accommodate a full size commercial baking sheet. The infrared broiler produces heat up to 1850 degrees, and the convection fan allows for even baking and roasting.

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Big Chill Classic hoods are designed to match the stove in both color and design. Handcrafted with commercial-grade stainless steel with the largest filtered capture in the industry, these hoods are designed to perform as well as those in commercial kitchens. Big Chill's Classic stainless steel hoods are effective and stylish, with dishwasher safe stainless steel filters, variable blower control, and commercial grade 18 gauge 300 stainless steel construction. The Classic Series features two hood styles: the Classic 1900 Series hood is available with a metal trimmed utensil rail to match the stove, and the Classic hood features a clean profile. Both are available in all six Classic series colors.

Big Chill was founded in 2001 in Boulder, Colorado and built from the ground up by Orion Creamer. Conceived as an alternative to conventional appliance design, Big Chill found a niche for products that had a retro look, but delivered modern performance. The new Classic line fits seamlessly into the Big Chill appliance portfolio, which features the iconic Retro Fridge as well as the contemporary Pro line. The Classic Series leverages the company's design know-how and expands its vision of offering appliances with unique design across a broad spectrum of style preferences.

The Big Chill Classic Series can be purchased online. For more information visit [www.bigchill.com](http://www.bigchill.com).

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#### **About Big Chill**

Big Chill was founded by Orion Creamer and his uncle Thom Vernon in 2001 and made a splash with its brightly colored, retro-styled fridges with modern amenities. Since then the Boulder, Colorado-based company has expanded its product offering to include refrigerators, fridges, dishwashers, microwaves, stoves, hoods and wall ovens, available in more than 200 colors, as well as custom colors. In addition to retro, mid-century-styled appliances, Big Chill also manufactures contemporary-styled Pro appliances that blend modern design, bold colors and serious performance. Big Chill appliances can be purchased directly online. Visit [www.bigchill.com](http://www.bigchill.com) to learn more.