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FOR IMMEDIATE RELEASE

BIG CHILL'S RETRO LINE HIGHLIGHTS COMPANY'S TAKE ON PANTONE 2016 COLOR OF THE YEAR

BOULDER, CO., December 11 — Pantone® [Colors of the Year for 2016](#) – the duet of Rose Quartz (Pantone #13-1520) and Serenity (Pantone #15-3919) – recalls a simpler, gentler time, similar to the retro-inspired looks and homey colors of the Big Chill Retro line of appliances.



If there's one thing that Big Chill loves, it's color! With a range of colors available from bold blues to playful pastels, giving a kitchen some personality is a cinch. Big Chill, maker of the iconic [Retro Fridge](#), brings these colors into the home with stand-out style. These are not your grandmother's pastels. Pantone shows us that former design trends – like pastels – can make a comeback, but with a little reinvention. Big Chill brings this trend up to date. According to Founder & Principal Designer Orion Creamer, "pastels were very popular in the 1950's. Our Pink and Beach Blue are similar to pastels you would have seen in the 50's but with a modern twist."

"The new Colors of the Year are soft hues, but still make an impact in the heart of the home – the kitchen – especially when combined with the design of a Big Chill appliance," said Creamer.

According to Pantone, whether in soft or hard surface material, the pairing of Rose Quartz and Serenity brings calm and relaxation. Appealing in all finishes, matte, metallic and glossy, the engaging combo joins easily with other mid-tones including greens and purples, rich browns, and all shades of yellow and pink. Big Chill's take on these two pastel colors – Pink Lemonade and Beach Blue – will also supply a home with a stunning, on-trend appliance that has all the functionality of a modern appliance with vintage design and color.



A complete line of appliances for the kitchen, Big Chill's Retro Collection has original and studio-sized [Retro fridges](#), ranges, hood, dishwasher, dishwasher panel, microwave and a brand-new induction cooktop.

Beneath the midcentury charm of the new Big Chill Retro 30-inch induction cooktop is up-to-the-minute cooking technology of performance and precision. With fast prep-time and an even faster cooking time, induction-style cooking can cut down on the amount of time spent in the kitchen without sacrificing any part of the meal. Pair it with the Big Chill Electric Wall Oven for an all-electric cooking experience that delivers both precision and performance.

Love color, but just not the 2016 Pantone choices? Big Chill's Retro Line is available in six additional colors and can be custom-colored in more than 200 shades to fit the décor of any home. For more information visit 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 to learn more.