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GE Appliances Quad-Door Refrigerators Bring Flexibility and Sleek Sophistication to the Kitchen

The Industry-Leading Line-Up from GE Profile™ and CAFÉ™ Takes Convenience and Storage to the Next Level

LOUISVILLE, Ky., Feb. 27, 2024 – GE Appliances continues to expand its industry-leading portfolio of multi-door refrigerators with the launch of the two quad door models, the GE Profile™ 28 Cu. Ft. Smart Fingerprint Resistant Quad-Door Refrigerator with Dual-Dispense AutoFill Pitcher and the [CAFÉ™ ENERGY STAR® 28.3 Cu. Ft. Smart Quad-Door Refrigerator in Platinum Glass with Dual-Dispense AutoFill Pitcher](#).

Both models offer a Dual-Dispense AutoFill Pitcher that holds 60 ounces of filtered water on the inside of the refrigerator, designed for those who seek a clean, modern aesthetic without sacrificing convenient access to premium filtered water. Users can get chilled drinking water from the finger-print resistant stainless-steel refrigerator in two different ways— via the spout attached to the bottom of the pitcher or pour water from the pitcher at the table. This innovative new pitcher automatically refills itself when placed on its dock, so owners have a pitcher of chilled, filtered water ready anytime.

To accommodate the ideal temperatures for whatever type of food or drink items you have on hand, both models allow you to change the temperature in a convertible zone located at the bottom right of the refrigerator. It offers a wide range of temperature settings from -6 to 5 degrees to be used as additional freezer storage, 34 to 40 degrees for additional fresh food storage, or be set from 41 to 43 degrees and become a wine chiller for the ultimate entertaining storage. To perfect the art of a chilled beverage, the refrigerator can also hold up to 12.5 pounds of filtered ice – the most in the industry among leading competitors¹.

“We recognize that the same setup doesn’t work for every household, so we continue to look for innovative ways to make life in the kitchen easier and more customizable,” said Jason May, executive product director of french-door refrigeration at GE Appliances. “We can achieve the temperature flexibility for the fully convertible zone thanks to the triple evaporators located in the refrigerator, ultimately offering more storage flexibility than ever before.”

GE Profile™ Quad-Door Refrigerator features a unique design of traditional hand pulls for the top two doors and pocket handles for the bottom two doors. The [CAFÉ Smart Quad-Door Refrigerator](#) in platinum glass finish brings style and convenience into the kitchen. In true CAFÉ fashion, the refrigerator has copper accents throughout and a unique LED Light Wall with a geometric patterned overlay inspired by Art Deco design to deliver an elevated feel and enhanced visibility.

Both products also include these convenient features:

- **Door-in-Door Design:** Open the right side of the refrigerator and easily store and access taller items like bottles, with an innovative door-in-door design and convenient rotating bin.
- **Built-in WiFi with the SmarthQ app:** Users can customize settings like the wall brightness, order water filters, get alerts when the fridge is left open and track water consumption.
- **LED Light Wall:** This keeps every inch of the interior illuminated even on the back wall so even the smallest items are highly visible when pulling together a meal.

¹ Among leading refrigerator competitors, based on testing.



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- **Turbo Cool and Turbo Freeze:** Drops the interior temperature of the refrigerator and freezer after frequent openings or when the temperature warms, such as when users are loading groceries and putting away hot leftovers.
- **Humidity Control & Triple Evaporators:** For the ultimate fresh food, the triple evaporators manage temperature and humidity levels while a Humidity Control System provides a climate zone for leafy greens to last 2-1/2 times longer than standard vegetable drawers².

The GE Profile™ Quad-Door will be available in March 2024 in Fingerprint Resistant Stainless Steel starting at a MSRP of \$4,399. The [CAFÉ Smart Quad-Door Refrigerator](#) is available now at retailers nationwide for a MSRP of \$4,899.

These new models build on the [existing portfolio](#) of four-door refrigerators with the Dual-Dispense AutoFill Pitchers including the [CAFÉ 4-Door French-Door Refrigerator](#) and the [GE Profile Smart 4-Door French-Door Refrigerator](#).

To see these products in person at KBIS or to book a media tour, email GEAppliances@allisonworldwide.com

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.

About GE Profile™

As a leader in connected appliances, GE Profile offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit www.geappliances.com/ge/profile.htm or [@geprofile](#) on Instagram, TikTok, Pinterest or YouTube.

About CAFÉ™

As a leader in design choice and performance, CAFÉ™ offers a full suite of distinct kitchen appliances with elements inspired by the latest fashion trends. Offering customizable appliances at a mass premium price point, CAFÉ fuels self-expression by empowering its owners to reflect their own style and personality through its line of major and small kitchen appliances. For the latest products, visit www.cafeappliances.com or follow [@cafeappliances](#) on Instagram, TikTok, Pinterest, or YouTube.

² Based on internal testing vs. similar-sized vegetable drawers with humidity controls from a leading competitor.