



CHECK IT OUT

## Better food storage solution from Hitachi

It is next to impossible to think of a functional kitchen without a refrigerator full of ready-to-go items, and a stocked freezer. But times have changed and simply 'storing' the eggs and veggies along with a few bottles of chilled water and carbonated drinks is not enough. And just stuffing the freezer with raw food waiting to be stored for the long haul is way past. Fridges as we commonly see and know have transformed drastically over the decades, and all for the better.

For a truly upscale, premium storage solution, many households are choosing the French Style units. These refrigerators are easily distinguished with the freezing units being placed at the bottom, instead of the top, like traditional refrigerators. With a variety of functionalities and space options, a French style refrigerator is easily a considerable addition to a home looking to boost up its food storage solutions.

Keeping this in sight, Hitachi, the Japanese company well known for their quality products, has introduced a range of refrigerators to answer the needs of the modern homes. Transcom Digital, which is the authorised dealer of Hitachi refrigerators along with a number of world-renowned brands in Bangladesh, has a particular

model from the brand that offers a premium storage solution. The model in question would be Hitachi's 4 Door French Bottom Freezer, a refrigerator unit that not only boasts a hefty capacity of 584 litres, but also a nifty number of features that makes a stand out model for food storage in modern homes.

### VACUUM PRESERVATION

This particular model comes with a separate vacuum compartment to keep food fresh. The technology is one of Japan's finest in food preservation and incorporates a vacuum pump that reduces oxygen level in the food compartment and ensures further freshness of stored food. The pump extracts air and ensures an atmospheric pressure of 0.8, which is lower than the

outside pressure. The patented design averts the flow of direct cool air into the vacuum compartment. Meat, fish, and dairy product stored in this compartment remain free of oxidation and dehydration, keeping them ready to cook without any need for defrosting. By effectively retaining freshness, the vacuum compartment offers an option of storing food without freezing them and prevents loss of flavour and texture.

### UNCOMPROMISED OPTIMAL STORAGE

For such a large capacity refrigerator, a usual drawback would often be the fixed nature of storage compartments that can only keep certain products due to their temperature restrictions. This is certainly not the case for Hitachi's model. Flexible

storage is the order of the day here with the Selectable Zone feature, which allows the user to customise mode settings based on storage and lifestyle needs. This feature allows the freezer compartment to be used optimally. Drinks and such can be kept in the freezer section by selecting a temperature of Celsius. With the Soft Freeze option at -3 degree Celsius, the meat and fish can be stored and cooked without the need for defrosting. It also gives the option to take portions as needed with ease instead of the typical waiting around for the entire chunk of frozen meat or fish to thaw. And of course, for typical frozen items and ice creams, there is the usual option of choosing the temperature range between -18 degree to -20 degree Celsius.