

DESIGNED TO ENTERTAIN

THE DOMETIC MOBAR STORY

This is the product that will change the way people serve beverages outdoors and turn any outdoor living space into a stylish and professional entertaining space, allowing hosts to give the best hospitality to their valued guests.

Any poolside party, garden party or gathering on a penthouse terrace will be stylish and professional with the fully mobile Dometic MoBar, the ultimate outdoor mobile bar for open-air living spaces. It can be placed anywhere to ensure the host can entertain their guests in a stylish way.

The idea for the Dometic MoBar came from an observation that there are no products purposely designed for serving beverages outdoors in a fashionable way. There are many solutions for food in the market but none for beverages. Solutions available today are either DIY, ice buckets or undercounter refrigeration.

Peter Kjellberg, Chief Marketing Officer and Global Head of Other Verticals at Dometic says,

“We know that there is a need in the market for stylish and quality mobile outdoor beverage cooling. We understand the requirements and elements that are important for products designed for outdoor use. With our energy efficient cooling technology and smart Scandinavian design, we believe we can meet the needs of design conscious consumers looking for outstanding products for their outdoor living space.”

Dometic is a market leader in the Mobile Living industry with its solutions for outdoor comfort. Dometic also has technology heritage from [the inventors of modern refrigeration](#). The Dometic MoBar was born by combining the company's leading refrigeration technology, proven toughness for outdoor use, and award-winning design capability.

Developed in collaboration with consumers and professional bartenders, the Dometic MoBar creates a natural gathering spot for guests to interact with the host while being served refreshments. For hosts, it eliminates the need to replace ice or walk away to fetch drinks. With its integrated presentation and preparation areas, hosts can stylishly demonstrate cocktail making to entertain guests like a professional.

To enhance user experience, the Dometic MoBar is carefully crafted to perform as a long lasting, versatile and functional center piece, catering to all needs of storing, cooling, preparing, presenting and enjoying beverages. With a sleek, contemporary yet timeless design, it will seamlessly blend into the interior or exterior style of both private homes and hospitality venues. It naturally finds its place in habitats such as tranquil home patios, penthouse terraces, classy outdoor restaurant environments or luxurious hotel verandas.

Careful attention has been made in creating an enhanced, effortless user experience in every aspect of the product. It is built with the latest technologies in combination with genuine craftsmanship with no compromises in outdoor performance and durability.

While there are other beverage center products for the outdoor space currently available on the market, Kjellberg notes that not one focuses on providing a solution for the outdoor entertainer who likes to host in style without comprising on the functionality and performance of an outdoor refrigerator.

“Based on this insight, the Dometic MoBar range of products was born. We know outdoor entertainers care about both quality and design—not only functionality. Personally, outdoor entertaining is the closest to my heart among all our projects. I have a passion for mixing drinks and I enjoy serving them to guests at our home. The MoBar is Dometic’s answer to outdoor entertainers’ demands. We have a very exciting vision for the company’s presence in the HOME segment. In addition to the MoBar, there are some ongoing projects which will be unveiled in the near future.”

Thanks to its heavy-duty wheels, the Dometic MoBar is easy to move and can be placed right at the heart of any outdoor event. Its rotomolded ice basket keeps bottles ice cold for hours and the refrigerator compartment makes sure to keep beverages at the optimal temperature. Practical dry modular storage ensures high level of convenience. Details like mood enhancing lighting keep drinks visible, accessible, and looking enticing. Considering environmental impact, it is made from long-lasting, weather-withstanding pure industrial materials for easy recycling once the product is no longer desired.

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