



FirstBuild Launches Crowdfunding for The Forge Clear Ice System

*From the heart of bourbon country into homes across the U.S.
comes an exciting innovation in clear ice technology*

LOUISVILLE, Ky.—June 19, 2019—[FirstBuild](#), a global co-creation community backed by [GE Appliances](#), has revolutionized the way enthusiasts of fine spirits can achieve clear ice at home with the launch of the [Forge Clear Ice System](#). The appliance incubator and creator of the popular [Opal Nugget Ice Maker™](#) is offering Forge for presale, beginning today, through a crowdfunding campaign at [ForgeClearIce.com](#).

Clear ice, free from the impurities and trapped air that typically cloud ice, is the gold standard for connoisseurs of fine bourbon, whiskey and other spirits. A large sphere is the best way for bourbon connoisseurs to enjoy clear ice, as it melts slowly, allowing the flavor to blossom.

Traditional methods of clear-ice creation, however, usually require about 24 hours of freeze time plus dedicated freezer space—and the results are often inconsistent.

The Forge Clear Ice System is unlike any appliance available today. The two-component system includes both a self-contained ice maker that makes large clear gems of ice on your home bar (no freezer space or plumbing required), and the world's first ice press with integrated heaters.

The clear ice maker creates large, gem-shaped clear ice in just hours and holds the gems at the ideal temperature. The heated press then shapes the gems into crystal-like spheres in about a minute with virtually no preheat or recovery time needed.

“Our engineers have worked alongside whiskey experts and enthusiasts to create both an innovative way to make clear ice at home, and an experience that creates a wow every time,” said Larry Portaro, executive director of FirstBuild.

This is not FirstBuild's first foray into fine ice making. It is the inventor of the fan-favorite [Opal Nugget Ice Maker™](#), a home system that creates chewable, crunchable, flavor-preserving nuggets. Opal was also brought to market through the crowdfunding support of FirstBuild's more than 30,000 community members and ice enthusiasts.

The product's value is so compelling that it's already garnered attention from bourbon and whiskey insiders. Fred Minnick, spirits author, historian and editor-in-chief of *Bourbon Plus*, has signed on as spokesman for Forge.

“We're living in the golden age of distilled spirits, and even if you've been enjoying these wonderful spirits near your whole life, clear ice is a game changer,” Minnick said. “If you've read my books, you know I wouldn't ordinarily recommend putting ice in your whiskey. But there's a reason why Forge is the first product I've endorsed.”

The Forge Clear Ice System, which includes the countertop clear ice maker, the heated press and specially engineered ice tongs, is available now for crowdfunding at [www.ForgeClearIce.com](#). The system will have an estimated MSRP of \$1,499 when it comes into production, but with significant discounts offered to early adopters in the crowdfunding

period. Those taking advantage of presale opportunities during crowdfunding can use the code FORGE to get the best pricing available. Once funded, the Forge Clear Ice System is expected to begin shipping to consumers in 2020.

About FirstBuild

FirstBuild is a global co-creation community backed by GE Appliances, a Haier company, that harnesses the power of the maker movement to change the way major home appliances are conceived, designed and manufactured. By co-creating with its community of more than 30,000 individuals, FirstBuild quickly delivers better products that improve the lives of consumers. For more information about how to get involved, visit [FirstBuild.com](https://firstbuild.com).

About GE Appliances

GE Appliances, a Haier company, creates “good things, for life” through our passion for great appliances and the happiness they can bring to every household. **With the Monogram[®], CAFÉ[®], GE[®], GE Profile[™], Haier and Hotpoint brands, people and families have more choices for making their kitchens and homes amazing each day.** Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information, visit www.geappliances.com/our-company.

#

For more information contact:

Laura Hammond
FirstBuild
502-445-2364
laura@firstbuild.com