

# KitchenAid® Side by Side Built-In Refrigeration

Product Presentation



# KitchenAid® Built-In Refrigeration Goals



## Recall

**RECALL** consumer Insights  
around  
**Built-In Refrigeration**

## Speak

**SPEAK** to the Fit System Limited  
Guarantee and Warranty

## Ask

**Examine** customer needs by  
**ASKING** about size, timing, and  
aesthetic preferences

## Demonstrate

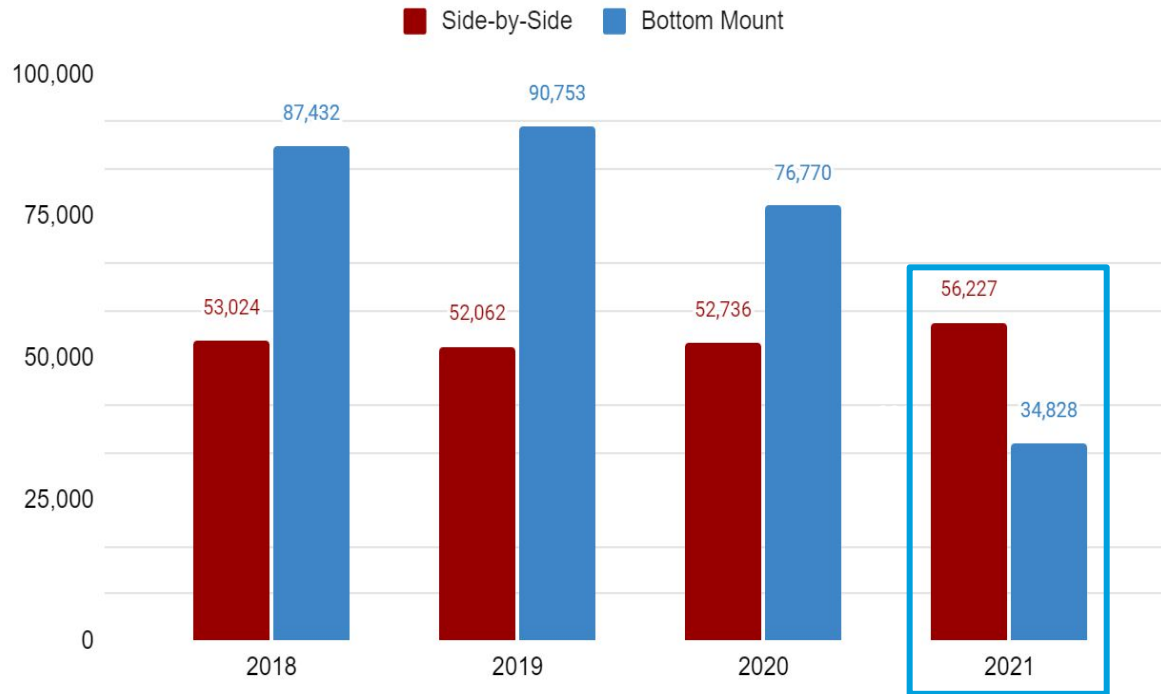
**DEMONSTRATE** how to show  
updated aesthetics including  
**LED lighting, platinum interior,  
shelving and prep zones**



- **Industry Insights**
- KitchenAid® Side-by-Side Built-In Refrigeration Lineup
- Competitive Landscape
- Resources

# Total Built-In Refrigeration Industry

Built-In Refrigeration Industry Shipments by Type



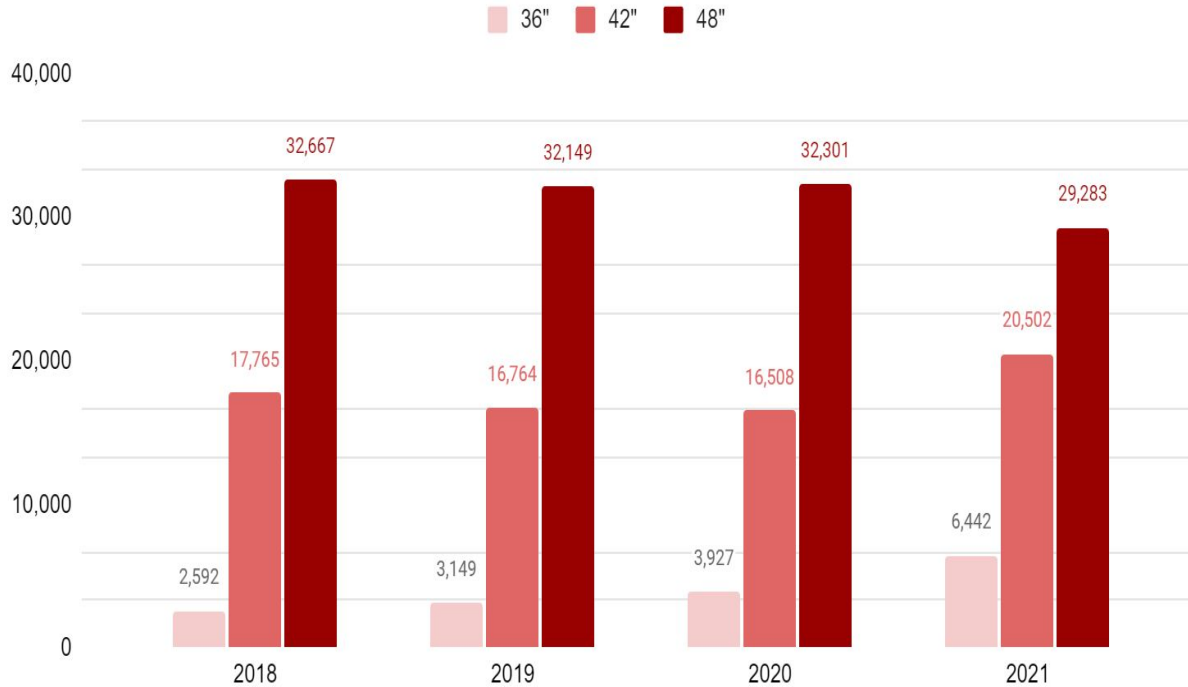
62% of the BIR industry was Side-by-Side configuration

More than half of BIR's sold in 2021 were side-by-side configurations

# Total Built-In Refrigeration Industry Side-by-Side



Built-In Refrigeration Side-by-Side Industry Shipments by Configuration



48-inch wide models outsell both 42-inch and 36-inch wide units.

48" side-by-side configuration continues to have strong demand in market

# Built-in Refrigerator Shopping Purchase Triggers



## Emergency Duress



**47%**

## Planned Duress



## Non-Duress



**37%**

# Built-In Refrigerator: How To Guide Each Consumer



**Emergency Duress**

**FOCUS:**  
**Built-In Refrigerator only**

**Planned Duress**

**FOCUS:**  
**BIR + other appliances**  
(potentially)

**Non-Duress**

**FOCUS:**  
**Suite**

# Perceived Benefits/Barriers of Built-in Refrigeration Category



## PERCEIVED BENEFITS

- ✓ Best quality
- ✓ Durable / long lasting
- ✓ Clean, streamlined look
- ✓ Bigger capacity with less depth (more accessible)
- ✓ Superior food preservation



## PERCEIVED BARRIERS

- ☐ Expensive
- ☐ Requires professional installation
- ☐ Harder to maintain and replace (cannot service on own easily)
- ☐ Lack of options/differentiation between models

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*"It's the epitome of high-end. The styling is super nice. You can't go any higher than that unless you have a commercial walk-in fridge." - Alice, Intender*

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# Why does this particular shopper have a large **Whirlpool** need to see this product in person?



“

*"It also helps to visit in-store showrooms to truly get a look and feel of the appliances. There's a lot of nuance to pay attention to, for example colors, that might not come through via online photos and trying to imagine what such an appliance would look like in your own home (how the sunlight hits)." – Kyle, Intender*

”



**LOOK** at overall aesthetic  
**SEE** the interiors (lighting, organization)

**FEEL** the high-end quality  
**COMPARE** brands head to head



- Industry Insights
- **KitchenAid® Side-by-Side Built-In Refrigeration Lineup**
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# KitchenAid® Built-In Side-by-Side From / To



Traditional Exterior Dispenser & White Interior



Updated Exterior Dispenser (Touch Controls),  
Platinum Colored Interior & Culinary Aids for  
Additional Organization



The new KitchenAid® SxS refresh offers exterior and interior updates

# KitchenAid Built-In SxS From → To



From	Model	KBSN602E - 42" PA, SS, BS	KBSN608E - 48" PA, SS, BS	KBSD606E - 36" SS	KBSD602/12E - 42" SS, PS	KBSD608/18E SS, PS, BS
	Map	\$8,699 / \$9,699 / \$9,899	\$9,899 / \$10,899 / \$11,099	\$10,199	\$10,499 / \$10,699	\$11,699 / \$11,899 / \$12,099
	Capacity	25.5 cu.ft.	30 cu.ft.	21 cu.ft.	25 cu.ft.	29.5 cu.ft.
	Interior	White Interior	White Interior	White Interior	White Interior	White Interior



To	Model	KBSN702M - 42" PA, PS, BS	KBSN708M - 48" PA, PS, BS	KBSD706M - 36" PS	KBSD702M - 42" SS, PS	KBSD708M SS, PS, BS
	Map	\$9,199 / \$10,199 / \$10,399	\$10,399 / \$11,399 / \$11,699	\$10,699	\$10,999 / \$11,199	\$12,199 / \$12,499 / \$12,699
	Capacity	25.5 cu.ft.	30 cu.ft.	20.8 cu.ft.	25.1 cu.ft.	29.4 cu.ft.
	Interior	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray

MAP is minimum advertised price for co-operative advertising purposes. Dealer alone determines actual retail and advertised prices.

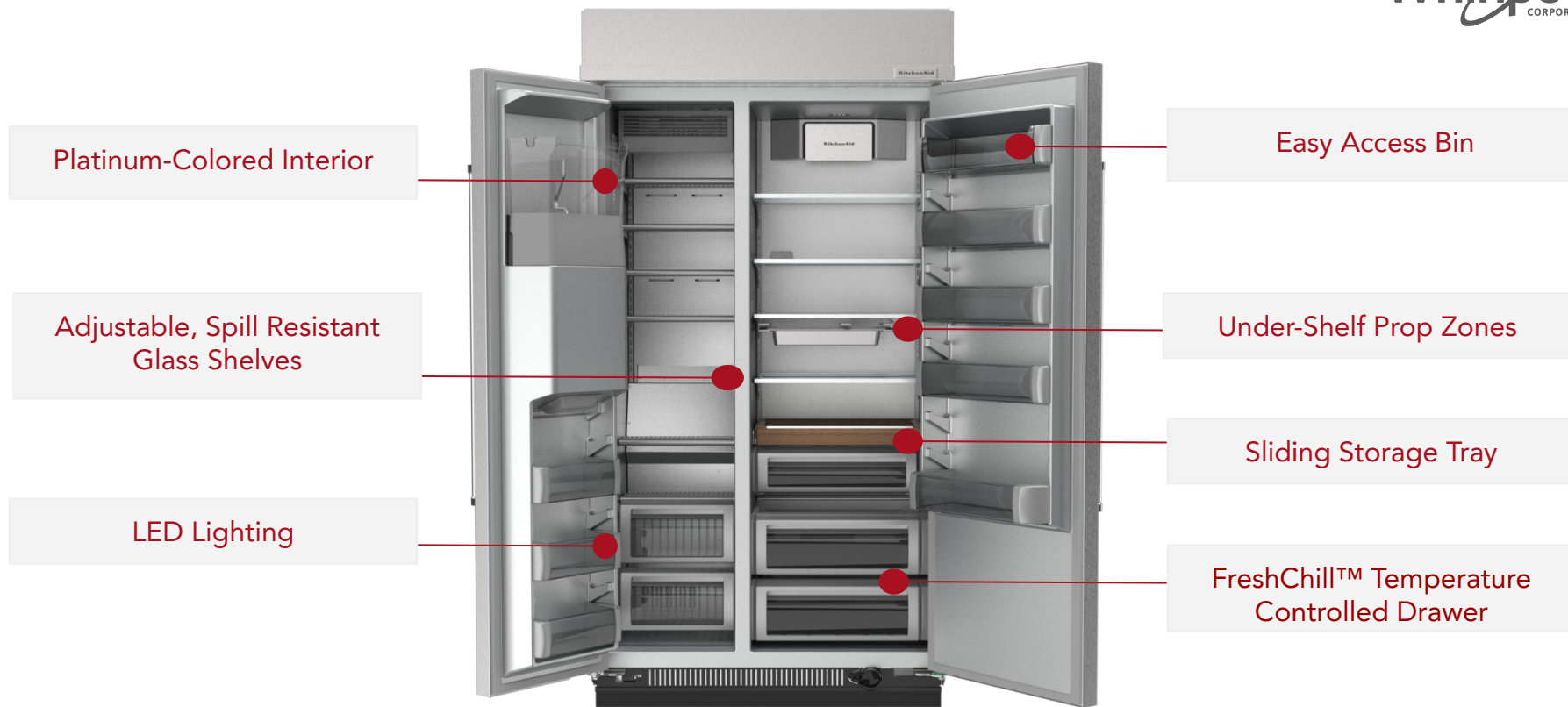
# Exterior Ice and Water Dispenser Enhancements



New: Updated  
Aesthetic & Measured  
Water Fill



# Side-by-Side Interior Refresh



Refresh will bring new enhanced interior aesthetics and culinary features

\*36" SxS BIR - Under-shelf prep zone includes 9"x 9" baking pan and 2 loaf pans

# KitchenAid® BIR SxS Model Lineup



Model	KBSN702M 42"	KBSN708M 48"	KBSD706M 36"	KBSD702M 42"	KBSD708M 48"
<b>Finish</b>	PA, PS, BS	PA, PS, BS	PS	SS, PS	SS, PS, BS
<b>Capacity</b>	25.5 cu.ft.	30 cu.ft.	20.8 cu.ft.	25.1 cu.ft.	29.4 cu.ft.
<b>Dispenser Ice &amp; Water</b>	Interior Ice Maker Only	Interior Ice Maker Only	<b>Exterior Ice &amp; Water w/ Measure Fill</b>	<b>Exterior Ice &amp; Water w/ Measure Fill</b>	<b>Exterior Ice &amp; Water w/ Measure Fill</b>
<b>Ice Maker</b>	Yes	Yes	Yes	Yes	Yes
<b>Interior Color</b>	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior
<b>Lighting</b>	LED	LED Spot Lighting	LED Spot Lighting	LED Spot Lighting	LED Spot Lighting
<b>Energy Star</b>	No	No	No	<b>Energy Star Qualified</b>	<b>Energy Star Qualified</b>
<b>Wifi</b>	No	No	No	No	No
<b>Dimensions/ Flush Install</b>	Non Flush Fit System Limited Guarantee 83 3/8 x 41 1/4 x 27 <sup>11/16</sup>	Non Flush Fit System Limited Guarantee 83 3/8 x 47 1/4 x 27 <sup>11/16</sup>	Non Flush Fit System Limited Guarantee 83 3/8 x 35 1/4 x 27 <sup>11/16</sup>	Non Flush Fit System Limited Guarantee 83 3/8 x 41 1/4 x 27 <sup>11/16</sup>	Non Flush Fit System Limited Guarantee 83 3/8 x 47 1/4 x 27 <sup>11/16</sup>
<b>Culinary Aids</b>	--Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - Two 9x9 Loaf Pans - One 9x9 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan
<b>Other Features</b>	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - <b>ADA Compliant*</b>	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - <b>ADA Compliant*</b>	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode

\*Only when not connected to water line

# KitchenAid® Built-In SxS Plan-To-Sell

OTS: Q3 2022



Model	KBSN708M 48"	KBSD702M 42"	KBSD708M 48"
Finish	PS	PS	SS, PS
Capacity	30 cu.ft.	25.1 cu.ft.	29.4 cu.ft.
Dispenser Ice & Water	Interior Ice Maker Only	Exterior Ice & Water w/ Measure Fill	Exterior Ice & Water w/ Measure Fill
Ice Maker	Yes	Yes	Yes
Interior Color	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior
Lighting	LED	LED	LED
Energy Star	No	Energy Star Qualified	Energy Star Qualified
Wifi	No	No	No
Dimensions/ Flush Install	Non Flush Fit System Limited Guarantee 83 3/8 x 47 1/4 x 27 11/16	Non Flush Fit System Limited Guarantee 83 3/8 x 41 1/4 x 27 11/16	Non Flush Fit System Limited Guarantee 83 3/8 x 47 1/4 x 27 11/16
Culinary Aids	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan
Other Features	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - ADA Compliant*	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode

\*Only when not connected to water line



# KitchenAid® Built-In SxS Plan-To-Sell

OTS: Q2 2023



Model	KBSD706M 36"
Finish	PS
Capacity	20.8 cu.ft
Dispenser Ice & Water	Exterior Ice & Water w/ Measure Fill
Ice Maker	Yes
Interior Color	Platinum Colored Interior
Lighting	LED
Energy Star	No
Wifi	No
Dimensions/ Flush Install	Non Flush Fit System Limited Guarantee 83 3/8 x 35 1/4 x 27 11/16
Culinary Aids	- Wood Like Pull Out Tray - Two 9x9 Loaf Pans - One 9x9 Cake Pan
Other Features	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode

# KitchenAid® Built-In SxS Plan-To-Sell

OTS: 2024



Model	KBSN702M 42"	KBSN708M 48"	KBSD702M 42"	KBSD708M 48"
Finish	PA, PS, BS	PA, BS	SS	BS
Capacity	25.5 cu.ft.	30 cu.ft.	25.1 cu.ft.	29.4 cu.ft.
Dispenser Ice & Water	Interior Ice Maker Only	Interior Ice Maker Only	Exterior Ice & Water w/ Measure Fill	Exterior Ice & Water w/ Measure Fill
Ice Maker	Yes	Yes	Yes	Yes
Interior Color	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior
Lighting	LED	LED	LED	LED
Energy Star	No	No	Energy Star Qualified	Energy Star Qualified
Wifi	No	No	No	No
Dimensions/ Flush Install	Non Flush Fit System Guarantee 83 3/8 x 41 1/4 x 27 11/16	Non Flush Fit System Guarantee 83 3/8 x 47 1/4 x 27 11/16	Non Flush Fit System Guarantee 83 3/8 x 41 1/4 x 27 11/16	Non Flush Fit System Guarantee 83 3/8 x 47 1/4 x 27 11/16
Culinary Aids	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan
Other Features	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - ADA Compliant*	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - ADA Compliant*	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode

\*Only when not connected to water line



# KitchenAid® 25.1 Cu Ft 42" Dispense Built-In Side-by-Side Refrigerator



## KBSD702MPS



### Platinum Colored Interior

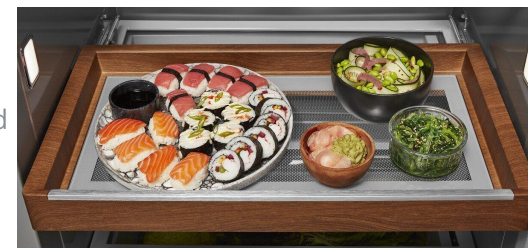
Industry-first platinum interior compliments the quality ingredients you keep.

### Under-Shelf Prep Zone

Utilize unused space in a pan ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.

### Sliding Storage Tray

This moisture- and stain-resistant tray is a versatile area for storing platters, organizing ingredients and keeping items easily accessible.



### Fit System Limited Guarantee

KitchenAid will provide up to \$300 toward the cost of professionally modifying your existing cabinet's height or width (excludes depth modifications)\*

\*Visit <https://www.kitchenaid.com/promotions/promotions.html> for complete



# KitchenAid® 29.4 Cu Ft 48" Dispense Built-In Side-by-Side Refrigerator



## KBSD708MPS



### Platinum Colored Interior

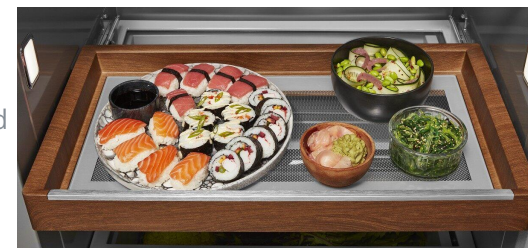
Industry-first platinum interior compliments the quality ingredients you keep.

### Under-Shelf Prep Zone

Utilize unused space in a pan ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.

### Sliding Storage Tray

This moisture- and stain-resistant tray is a versatile area for storing platters, organizing ingredients and keeping items easily accessible.



### Fit System Limited Guarantee

KitchenAid will provide up to \$300 toward the cost of professionally modifying your existing cabinet's height or width (excludes depth modifications)\*

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# KitchenAid® 29.4 Cu Ft 48" Non-Dispense Built-In Side-by-Side Refrigerator



## KBSN708MPS/SS



### Platinum Colored Interior

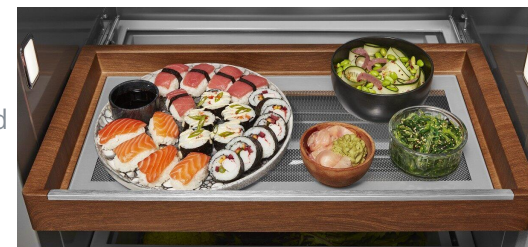
Industry-first platinum interior compliments the quality ingredients you keep.

### Under-Shelf Prep Zone

Utilize unused space in a pan ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.

### Sliding Storage Tray

This moisture- and stain-resistant tray is a versatile area for storing platters, organizing ingredients and keeping items easily accessible.



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# Preparing Your Sales Floor: Interior



ASK

What is the current color of your refrigerator's interior?

TELL

Not your common white interior, this unit brings **premium style** inside the refrigerator to complement the quality ingredients you keep.

ASK

Can you imagine how your quality ingredients will stand out within the refrigerator's interior?

TELL

The platinum colored interior makes your **food visually “pop”** within your unit.

DEMO



*Moment of Truth:* Point out the LED lighting and platinum colored interior

# Preparing Your Sales Floor: Under-Shelf Prep Zone



ASK

How do you currently prep your foods in your refrigerator prior to cooking?

TELL

Utilize **unused space** with the included 9x13" baking sheet and cake pan. Ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.

ASK

How many different pans or dishes do you use for ONE recipe?

TELL

Imagine using just **one pan** or dish for one recipe. Place directly into the oven, then simply put that dish right into the dishwasher.

DEMO



Have your customer pull out the dishwasher safe baking sheet or cake pan.

# Under-Shelf Prep Zone Includes:



**36" Refrigerator Includes**  
**1 - 9x9" pan**  
**2 - loaf pans**  
**Replacement Part #W11475823-**  
**KIT**



**42" & 48" Refrigerators Include**  
**1 - 9x13" pan**  
**1 - 9x13" baking sheet**  
**Replacement Part #W11475821- KIT**



# Preparing Your Sales Floor: Sliding Storage Tray



ASK

How often do you entertain guests at your home?

TELL

This unit provides a **versatile area** for storing platters, organizing ingredients and keeping items easily accessible, perfect when entertaining.

ASK

Do premium aesthetics within your refrigerator matter to you?

TELL

The Sliding Storage Tray comes in a **wood-look finish** that is moisture- and stain-resistant, and the tray removes fully for easy cleaning.

DEMO



Have your customer demonstrate how the tray smoothly glides in and out for easy access to a variety of items & easily removes for cleaning

# Sliding Storage Tray



Premium Wood-Look Sliding Storage Tray

# KitchenAid® Built-In Refrigerator Limited Fit System Guarantee



KitchenAid® **GUARANTEES** your new 36", 42" or 48" wide qualifying KitchenAid® built-in bottom freezer, french door or side-by-side refrigerator will fit your existing cabinet cut-out of a compatible model.

**OR**

KitchenAid® will provide **UP TO \$300** toward the cost of professionally modifying your cabinet's

[FULL DETAILS AVAILABLE HERE](#)



- Industry Insights
- KitchenAid® Side-by-Side Built-In Refrigeration Lineup
- **Competitive Landscape**
- Resources



# KitchenAid® Built-In SxS Competitive Head-to-Head



Brand	KitchenAid 36" / 42" / 48"	Dacor 42"	GE - Cafe 42" / 48"	GE - Monogram 36" / 42" / 48"
Map	\$8,699 - \$12,099	\$8,999	\$8,480 - \$10,010	\$10,500 - \$12,500
Finish	PA, PS, BS	SS	SS	PA, SS
Dispenser	Non Dispense & Dispense	Dispense	Non Dispense & Dispense	Non Dispense & Dispense
Interior Color	Platinum Colored Interior	White Interior - SS Accents	White Interior	White Interior
Lighting	LED	LED Spot Lighting	LED	LED
Wifi	No	Yes	Yes	Yes
Flush Install	Non Flush Fit System Guarantee	Non Flush	Non Flush	Flush Installation
Culinary Aids	- Wood Like Pull Out Tray - One 9x13 Sheet Pan* - One 9x13 Cake Pan*	No	No	No
Other Features	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - ADA Compliant**	- Precise Cooling - Self Closing Hinges - Sabbath Mode	- Auto Fill - Dispensing Unit - Adjustable Spill Proof Shelves - Interchangeable Hardware - Sabbath Mode	- Advanced Temperature Management - Climate Controlled Drawer - Sabbath Mode

MAP is minimum advertised price for co-operative advertising purposes. Dealer alone determines actual retail and advertised prices. Competitive pricing and images supplied by dacor.com; cafeappliances.com; monogram.com (04/03/2022)

\*\*Only when not connected to water line

\*36" SxS BIR - Under-shelf prep zone includes 9x9 baking pan and 2 loaf pans



- Industry Insights
- KitchenAid® Built-In Refrigeration Lineup
- Competitive Landscape
- **Resources**



LEARNING

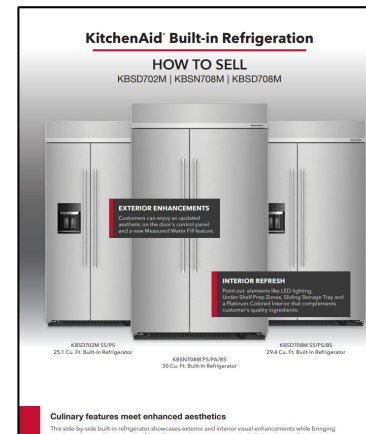
[www.learnwhirlpool.com](http://www.learnwhirlpool.com)



Click Images For More Sales Tools



Sales Insider Video



How to Sell Guide



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## Recall

**RECALL** consumer Insights  
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## Speak

**SPEAK** to the Fit System Limited  
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## Ask

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## Demonstrate

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