CHOOSE A REFRIGERATOR TYPE

When you have a passion for cooking, choosing an ideal refrigerator is essential. Help customers explore fresh possibilities for their stylish home kitchen with questions like these.

- Are you remodeling your kitchen space?
- What does your existing kitchen look like?
- What fresh and frozen ingredients do you cook with most?
- Does your current refrigerator offer the capacity and storage you need?
- Would you like your appliances to match your surrounding cabinetry?

SIDE-BY-SIDES
Available in 36", 42" and 48" width

- Provide more freezer space than most other types
- Narrow doors require less space to open which is ideal in smaller kitchens or tight traffic flow areas
- Models are available with or without an external ice and water dispenser

BOTTOM-FREEZERS
Available in 36" width

- Put fresh ingredients at eye level and within easy reach
- Models sized for smaller kitchens
- Separate left- or right-hand door swings are available to fit the layout of your kitchen

FRENCH DOORS
Available in 36" and 42" width

- Two doors open for easy access to fresh ingredients
- Ideal for customers who enjoy entertaining
- Keep less frequently used frozen items out of the way while still providing ample freezer storage

PANEL READY STYLING
Available on multiple configurations

- Can be customized to match surrounding cabinetry
- Handles can be selected to match cabinet pulls
- Custom panels are not included and should be made by a qualified cabinetmaker or carpenter

See reverse side
SELLING A BUILT-IN REFRIGERATOR
HELP CUSTOMERS BUY WHAT’S RIGHT FOR THEM

KNOW THE AVAILABLE SPACE

What are the measurements of your current refrigerator—height, width and depth?

• What are the measurements of the cutout space—height, width and depth?

• What is the height and width of any doorways, hallways or stairways the refrigerator would have to pass through for installation?

• Does your floor plan present any restrictions, such as low lighting fixtures, an overhead cabinet, load-bearing wall in the center of the room, etc.?

**Fit System Limited Guarantee:** This installation guarantee ensures your customer’s 36”, 42” or 48” wide qualifying built-in refrigerator will fit their existing cabinet cut-out or KitchenAid brand will provide up to $300 toward the cost of cabinet modification.*

Don’t forget . . .

Refer to the other side of this document to determine which configuration options are available in customer’s desired width.

TALK ABOUT PREMIUM FEATURES

**Ask:** What types of ingredients do you use in your recipes?

**Show:** French door and bottom-freezer refrigerators feature the Preserva® Food Care System which uses dual evaporators, a produce preserver and an air filter to enhance food preservation. Side-by-side refrigerators use a sensor-controlled system with thermistors in the refrigerator and freezer to keep food fresh and flavorful.

**Ask:** What ingredients do you try to store in their ideal environment?

**Show:** Intuitive controls make it easy to precisely adjust the temperature of both the refrigerator and freezer.

**Ask:** What items have accidentally spilled in your refrigerator?

**Show:** Prevent messes from spilling over into other parts of the refrigerator with adjustable spill-resistant glass shelves.

**Ask:** What style do you gravitate toward when decorating your home?

**Show:** A glossy platinum interior on the walls of the refrigerator and freezer offers an attractive, elegant look that is a welcome contrast to a traditional interior.

UNDERSTAND THE PREMIUM FEATURES

**PRINTSHIELD™ FINISH**

Resists smudges and keeps stainless steel appliances looking great with just water and a soft cloth.

**SATINGLIDE® SYSTEM WITH SOFT-CLOSE**

Offers smooth operation with rollers, glides and a soft-close mechanism.

**LED LIGHTING**

Illuminates the interior to provide better visibility while also using less energy than incandescent bulbs.

**AUTOMATIC ICEMAKER**

Ensures a constant supply of ice is on hand when entertaining.

*Excludes new cabinet installations and custom wood panels. Offer valid for qualified models of a compatible width purchased between 1/1/18-12/31/19. Visit kitchenaid.com/fitsystemlimitedguarantee for complete details.