WHIRLPOOL® 5.3 cu. ft. Whirlpool® electric range with Frozen Bake™ technology.

**START THE CONVERSATION**

What are some of your go-to frozen foods?

**THIS MODEL OFFERS:**

**Frozen Bake™ Technology**

**TOP FEATURES**

**FROZEN BAKE™ TECHNOLOGY**
Skip preheating and cook frozen favorites like pizza and lasagna in fewer steps.

**FLEXHEAT™ DUAL RADIANT ELEMENT**
Get two elements in one with a 6" inner ring and a 9" outer ring to fit more cookware.

**STEAM CLEAN OPTION**
This 50 minute cycle cleans up after everyday light spills using only heat and 1-1/4 cups of water.

**DID YOU KNOW?**

Packaged Facts’ survey data reveal that 90% of consumers buy packaged frozen hot meal items for heating or microwaving at home.(1)
DEMO

Show customers boxes or packages of frozen meals and point out the Frozen Bake™ button. Explain how Frozen Bake™ technology will make cooking these meals easier by combining the preheating stage with the cooking stage for a one-step cooking process.

ALSO CONSIDER

WFE535SOJS

RECOMMENDED PAIRINGS

Be sure to tune into your customers' shopping priorities to bundle products across categories.

WDTA50SAHZ  WMH31017HZ  WFE505WOJS  WRF555SDFZ

1 OUT OF 5 KITCHEN APPLIANCE TRANSACTIONS INCLUDE MORE THAN ONE PRODUCT*


©/™ © 2020 Whirlpool. All rights reserved. All other trademarks are owned by their respective companies.