

Whirlpool® 5 Series Ranges

HOW TO SELL

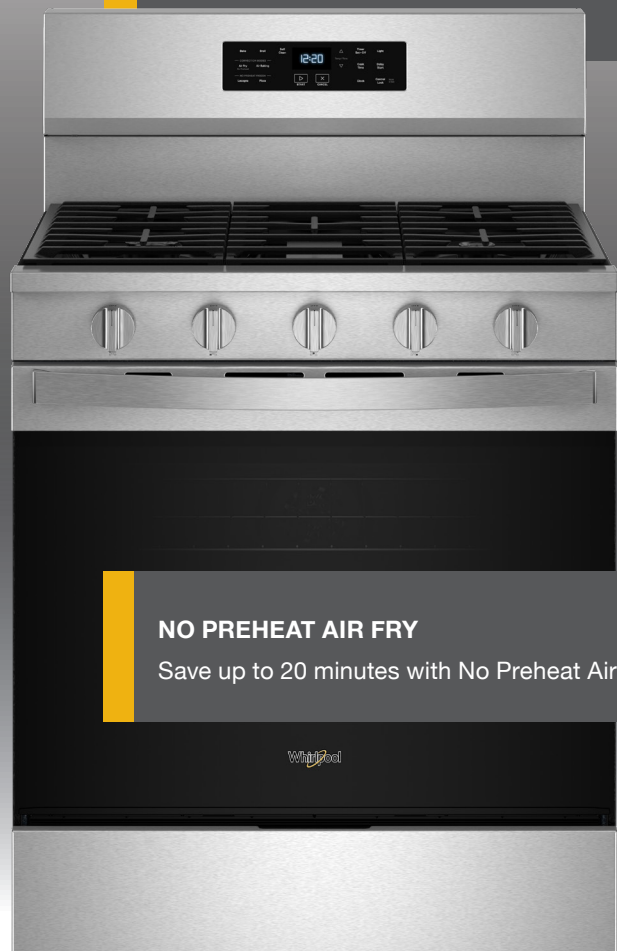
WFES5030R S/B/W/V/Z, WFGS5030R S/B/W/V/Z

2 FLEXHEAT™ DUAL RADIANT ELEMENTS (ELECTRIC VERSIONS)

Boil 40% faster with two customizable FlexHeat™ Dual Radiant Elements.**

GRIDDLE ZONE (GAS VERSIONS)

Bring a whole new world of cooking capabilities with 12,000 BTUs with the center, long oval-shaped burner.



AIR BAKING

Get even results on multiple racks with Air Baking.



NO PREHEAT AIR FRY

Save up to 20 minutes with No Preheat Air Fry.***

WFES5030R S/B/W/V/Z, WFGS5030R S/B/W/V/Z
30" Ranges with Air Cooking Technology

Ultimate Air Cooking for all your family cravings and needs with the Whirlpool 5 Series Ranges:

Experience the difference* of Air Cooking Technology with this 30-inch electric and gas range. Get crispy fast with No Preheat Air Fry, and bake evenly on multiple racks with the dynamic air flow of Air Baking.

*Compared to thermal bake.

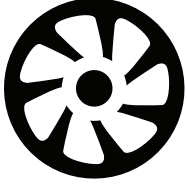
**When comparing the to the standard 6" element on the same unit.

*** Compared to WFE550S0LZ.

SELL WITH CONFIDENCE

WFES5030R S/B/W/V/Z, WFGS5030R S/B/W/V/Z

What is Air Cooking Technology?



Bring new value to convection by building a stronger connection to what they already love and bring it to life in culturally relevant ways to help solve their everyday mealtime needs.

HOW IT WORKS:

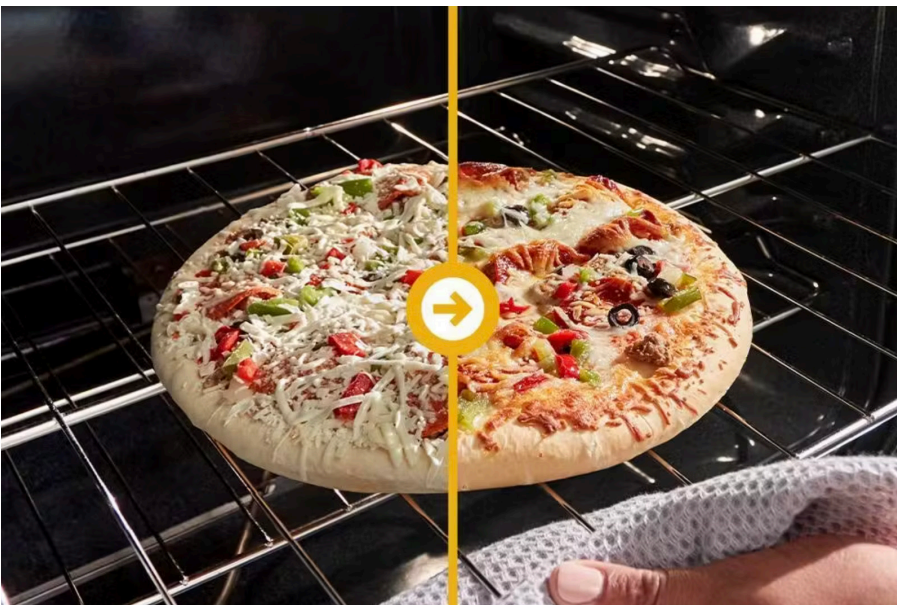
- **Fan + exhaust system circulate hot air**
- **Moves air around to get even results on multiple racks**



No Preheat Air Fry is our most advanced air fry cycle to date: Optimized use of fan, bake and broil with the right heat at the right time for browning & crisping.

Air Baking is an updated cycle: Designed for evenness on multiple racks and speed, this is great for things like baked goods!

Don't Forget to Speak To:



No Preheat Mode

201.52 million Americans consumed frozen pizzas (bought frozen) in 2023. (Statista, 2024). On the sales floor, point to the No Preheat Cycle and tell your customers how this takes preheating off their plate.

How it Works: Simply place your food in the oven and start baking. The oven will adjust the cook time for frozen pizzas and more.

Qualifying Questions

1

Are you looking for a range with multiple modes that can tackle your family's daily cravings?

2

Are you looking for a quick way to cook meals for your family by using little to no oil?

3

Do you often cook on multiple racks?

Features

WFES5030R S/B/W/V/Z, WFGS5030R S/B/W/V/Z



AIR COOKING TECHNOLOGY

Experience the difference with more air flow with No Preheat Air Fry and Air Baking. (Compared to thermal bake)



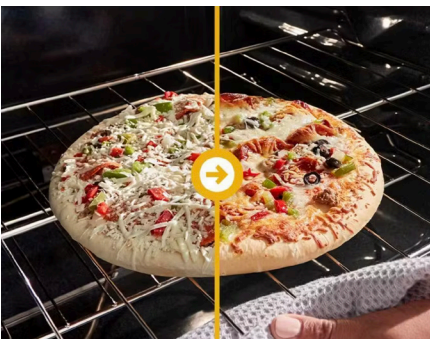
NO PREHEAT AIR FRY

Save up to 20 minutes with No Preheat Air Fry. Get the right heat at the right time with our most advanced Air Fry mode. Get fast, crispy results on chicken wings and mozzarella sticks without the guilt. (Compared to WFE550S0LZ.)



AIR BAKING

Go from gooey to golden and get even results when baking on multiple racks with Air Baking. Our high-speed fan optimizes air flow and drives consistent heat throughout the oven. Get golden results on breads, pastries and more.



NO PREHEAT MODE

Take preheating off your plate with No Preheat Mode. Simply place your food in the oven and start baking. The oven will adjust the cooking time for frozen pizzas and more.



2 FLEXHEAT™ DUAL RADIANT ELEMENTS

Customize your element size for large or small cookware and boil 40% faster* with two FlexHeat™ Dual Radiant Elements, designed with a 6" inner ring and 9" expandable outer ring.



GRIDDLE ZONE

Bring a whole new world of cooking capabilities to your cooktop with the 12,000 BTU Griddle Zone. One long, oval-shaped burner makes it easy to cook up all that delights, all at once.

*When comparing the 9" inch element to the 6" element on the same unit

DEMOS

WFES5030R S/B/W/V/Z, WFGS5030R S/B/W/V/Z

2 FLEXHEAT™ DUAL RADIANT ELEMENTS

Show off the versatility of the 2 FlexHeat™ Dual Radiant Elements by placing different sized pots and pans on the cooktop. Let your customers know that the 2 FlexHeat™ Dual Radiant Elements combines two element sizes in one to fit both small and large cookware.



GRIDDLE ZONE

On the cooktop, point to the long oval shaped burner in the middle. Tell your customers that the griddle is an optional accessory. The 12k BTU burner is great for cooking breakfast items like pancakes, bacon and eggs all at once. Grilled sandwiches, burgers, vegetables are also tasty when cooked on a griddle.

NO PREHEAT MODE

Speak to our No Preheat Air Fry cycle by telling the customers how we have optimized the use of fan, bake and broil as well as the right heat at the right time to allow for browning and crisping.

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