

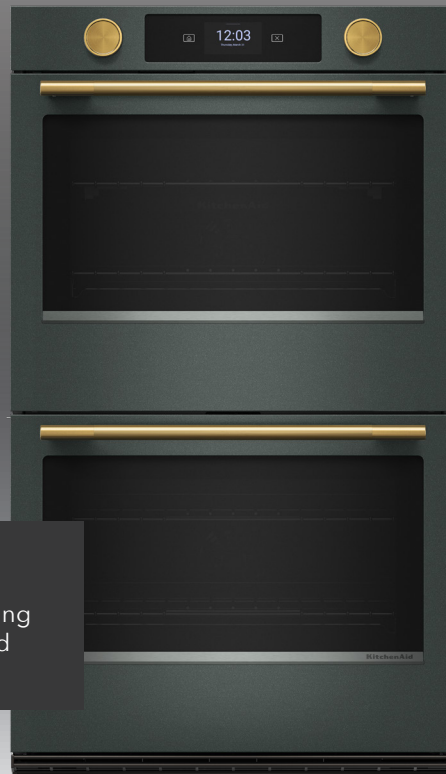
KitchenAid® Wall Oven with Intelligent Cooking Camera

HOW TO SELL

KOES930S, KOED930S, KOEC930S
(JP, PS, BE, PL)

KITCHENAID BRAND'S MOST PRECISE EVEN-HEAT™ TRUE CONVECTION

Designed with a new cooking algorithm and a unique bow-tie design with a heating element and fan.



LIVE LOOK-IN

Offers a view of food without opening the door and lets you check on food from anywhere when connected.

COOKING CAMERA WITH DONESNESS DETECTION

Recognizes supported foods in seconds and automatically cooks to your desired doneness.

Stay one step ahead in the kitchen with assistive cooking methods that provide a groundbreaking smart experience

Live Look-In lets you view your creations without opening the door, while Food Recognition identifies food and suggests cook cycles, and Doneness Detection alerts you when food is ready.

Visit www.learnwhirlpool.com/kitchenaid-personalization for Personalization Kit numbers.



A BUILT-IN SOUS CHEF JUST THE WAY YOU LIKE IT

Have your customers tell you about their cooking habits—especially when it comes to timing and doneness to close the sale on these features.



Cooking Camera with Doneness Detection

The Intelligent Cooking Camera can recognize foods in seconds, customize cooking settings to your preferred doneness, and monitor cooking progress. Supported foods:

- Bacon
- Baked Potatoes
- Bread
- Casserole
- Chicken Nuggets
- Chicken Pieces
- Cookies
- French Fries
- Frozen & Fresh Pizza
- Meatloaf
- Salmon
- Whole Chicken



Live Look-In

Lets you check on food in the oven at any time with an Intelligent Cooking Camera that displays on your oven touchscreen or connected mobile device*. See the moment cookies are browned to your liking, or witness chicken crisping to perfection, all without opening the door. Plus get a shareable, time-lapse video of the entire cooking process once complete.

* Wi-Fi & App required. Features subject to change. For details and privacy info, visit KitchenAid.com/connect (U.S.) or KitchenAid.ca/connect (Canada).

Qualifying Questions

1

Can you tell me about your experiences with overcooking or undercooking food, and what you currently do to manage that?

2

How do you keep an eye on your food while it's cooking, and what would make that process easier or more convenient?

3

What's your usual approach to making sure everything cooks evenly when you're baking or roasting?

Features

KOES930S, KOED930S, KOEC930S



COOKING CAMERA WITH DONENESS DETECTION

Recognizes supported food in seconds and cooks to your desired doneness, monitoring the entire cooking process for you. Once food is identified, select food preferences like crispier or softer. Then, Doneness Detection monitors your food, automatically adjusting cook time as needed.



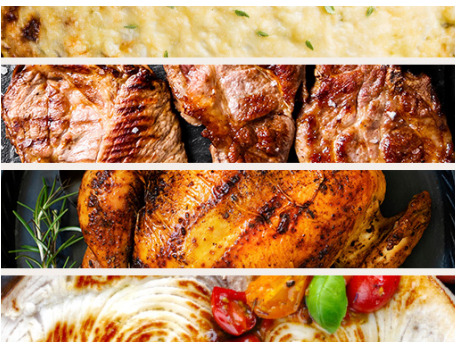
LIVE LOOK-IN

Live Look-In offers a view of food without opening the door and lets you check on food from anywhere when connected.



KITCHENAID® BRAND'S MOST PRECISE EVEN-HEAT™ TRUE CONVECTION

Designed with a new cooking algorithm and a unique bow-tie design with a heating element and fan. This design circulates hot air throughout the entire oven, providing optimal temperatures for delicious baked goods, juicy roasts and flavorful vegetables.



ASSISTED COOKING MODES

Suggest cook times and temperatures on an easy-to-navigate touch screen so you can explore new recipes with confidence.



BACKLIT KNOBS

Stay lit during preheat and flash when cooking is finished, while offering easy access to cooking modes that allow you to start cooking in as little as 3 seconds. Plus, start the microwave with a simple tap.



DESIGNED TO BE PERSONALIZED

Personalize a curated palette of exterior finishes and mixed metal hardware. Pick from lush Juniper, warm Black Ore and classic Stainless Steel finishes, all with matching handles and knobs. Personalize your hardware with optional handle and knob accessory kits in Brass, Bronze, Black Ore and Stainless Steel.

DEMOS

KOES930S, KOED930S, KOEC930S

LIVE LOOK-IN

Have your customer picture baking chocolate chip cookies. Instead of guessing or opening the door, you can literally watch them cook in real time and remove them if you like your cookies soft, normal or crispier.

COOKING CAMERA WITH DONENESS DETECTION

If possible, have the unit powered on the sales floor. Bring in real or realistic food props (see the Use & Care Guide for supported items) to demonstrate how the oven instantly recognizes the food and lets you choose your preferred doneness, such as crispier or softer.

KITCHENAID® BRAND'S MOST PRECISE EVEN-HEAT™ TRUE CONVECTION

Open the door and point to the bowtie baffle in the back of the oven. Tell your customers that this feature is unique to Kitchenaid and that airflow wraps around to help deliver consistent results every time.



Close the Sale



FIT SYSTEM LIMITED GUARANTEE

If your customers new 27" or 30" wall oven doesn't fit, you may get up to \$300 for professional modifications. Existing cabinet modifications only. Exclusions apply. See terms.*

* For full terms and details, visit <https://www.kitchenaid.com/promotions/promotions.html>

FIND MORE APPLIANCE SALES RESOURCES AT LEARNWHIRLPOOL.COM

Whether you seek educational courses, documents, lineups, or videos, LearnWhirlpool is that one source for appliance sales materials for Whirlpool®, Maytag®, KitchenAid®, and Amana® products.

