

KitchenAid® Built-in Refrigeration

HOW TO SELL



Culinary features meet enhanced aesthetics

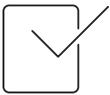
These side-by-side built-in refrigerators showcase stunning interiors and exteriors while bringing in culinary features like the Under-Shelf Prep Zone and the Wood-Look Finish Sliding Storage Trays.



Why Built-in Side-by-Side?



Customers need a refrigerator that is the right configuration and size for their space and is aesthetically pleasing, allowing for creativity.



They desire the right capacity with flexible organization to meet their storage needs. The Built-In Refrigerator offers adjustable storage solutions in both the refrigerator and freezer compartments.



The 48" wide models continually outsell 42" and 36" wide units, leaving plenty of space to fit your customer's needs.

Why KitchenAid® Refrigeration?



The KitchenAid brand consumer continues to shop for premium products in person so they can see and feel the quality of the appliance before they purchase it.

This way they can **look** at the overall aesthetic to **see** the interiors (ie. lighting, organization). This way they can **feel** the high-end quality and **compare** brands head-to-head.

Qualifying Questions

1

What type of refrigeration are you looking for?

2

Does your current refrigerator offer the capacity, storage and premium aesthetics that matter to you?

3

What size is your current refrigerator? Do you need a similar size?

Features



UNDER-SHELF PREP ZONE

Utilize unused space with included 9"x9" baking pan and loaf pans. Go directly from the refrigerator to the oven to the dishwasher. Ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.



MULTIPLE INSTALLATION OPTIONS

Allow you to choose the installation style that fits your aesthetic: flush for a seamless look, overlay for a softly striking incorporated look or proud for a standout presence.



DESIGNED TO BE PERSONALIZED

Choose from 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. Personalize your hardware with optional handle accessory kits in Brass, Bronze, Black Ore and Stainless Steel.



TOUCHSCREEN CONTROLS

Put all refrigerator functions at your fingertips. Display has a smooth design and easy-to-use controls that allow intuitive operation of the refrigerator.



FIT SYSTEM LIMITED GUARANTEE

If new 36", 42" or 48" built-in refrigerator doesn't fit, you may get up to \$500 for professional modifications. Existing cabinet modifications only. Exclusions apply. See terms.*

DEMOS



PREMIUM INTERIOR

Open the doors and point to the platinum-colored interior and LED lighting where they won't miss ingredients stored in the back.

Show how the premium wood-look sliding storage tray is ideal when serving platters for entertaining.

MULTIPLE INSTALLATION OPTIONS

Explain to the customer how these refrigerators can be installed with a flush, overlay, or proud look to match their aesthetic.

UNDER-SHELF PREP ZONE

Show how ideal this space is with the included 9"x9" baking sheet and cake pan, where they can store food prep or leftovers, marinating meats, or chilling desserts.

WRAP IT UP

SAY

- All of your ingredients will look great in the premium interior, they will be easy to access and stored conveniently.

- Open the Fit System Guarantee page on the website and show how it works.

FEEL

- Confident to recommend KitchenAid® Built-In Refrigeration

DO

- Show the premium aesthetics by opening the door and pointing out the lighting, storage optimization, and undershelf prep zone.

REFERENCE

- Find additional resources like Warranty coverage, Dimension guide, Fit System Guarantee, and Built-In Refrigeration here →



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