

KitchenAid® Counter Depth French Door Bottom Mount Refrigerator

HOW TO SELL

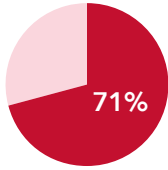
KRFC236S, KRFC336S, KRFC536S, KRFC636S, KRFC736S



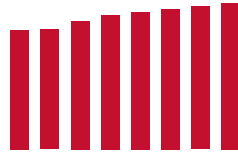
With a built-in look and personalization options, select KitchenAid® Counter Depth French Door Bottom Mount Refrigerators offer a premium option that can be customized to any kitchen.



DID YOU KNOW?



Over 70% of Counter Depth FDBM shoppers are proactive shoppers meaning they have time to plan their purchase.*



Counter depth accounts for an increasing share of the FDBM market every year.*



Refrigerators that keep food organized and fresh can help reduce cost from food waste for consumers.

Brands that offer personalization options can appeal to customers looking for ways to customize their kitchen.

Customers consider keeping produce and meat fresh for a reasonable amount of time a highly important refrigeration feature.

A refrigerator with a water dispenser that can fill large bottles is an important purchase driver for customers.

WHAT IS THE NEED?



As consumers upgrade their kitchens they are increasingly looking for more options with an integrated, counter depth look.



Consumers are looking for refrigeration options that organize and preserve their food to reduce cost and eliminate waste.



Consumers want options to personalize their refrigerator to match their unique kitchen style.

**THESE KITCHENAID®
FEATURED FRENCH DOOR
BOTTOM MOUNT REFRIGERATORS
MEET THESE NEEDS AND MORE**



KRFC236S



KRFC536S



KRFC736S

*Source: Traqline Data 2026

QUALIFYING QUESTIONS

1

In your current refrigerator, what struggles do you have finding the right amount of space to properly chill delicate items like fresh fish/meat or wine without accidentally freezing them or having them take up too much room in the main fridge?

2

What concerns do you have with your refrigerator regularly keeping consistent temperatures throughout the compartments?

3

In your current kitchen, does the refrigerator stick out into the walkway at all, and is reclaiming that floor space something that's important for this new purchase?

FEATURES



DESIGNED TO BE PERSONALIZED

With 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 kits in Brass, Bronze, Black Ore and Stainless Steel.



TRUE COUNTER DEPTH

Refrigerator seamlessly fits* into your kitchen with a built-in look that doesn't stick out from your cabinets and counters. Experience a refrigerator that won't disrupt the flow of your kitchen's design with specially designed hinges that allow the door to open up to 135° degrees.



PRESERVA FOOD CARE SYSTEM

Helps keep ingredients fresh and flavorful. This single evaporator system uses sensors to continually monitor temperature levels in both the refrigerator and freezer and adapts the flow of cold air between them to maintain optimal temperatures throughout.



FRESHCHILL™ TEMPERATURE-CONTROLLED FULL-WIDTH PANTRY DRAWER

Makes it easy to customize storage temperatures for different types of ingredients, helping to maintain freshness. Simply touch and select temperature presets for wine, deli, drinks and meat.



INTELLIGENT AUTO FILL

Lets you set your cup down and have it filled correctly, hands-free. All intelligently senses when your cup is within the dispenser, your glass is off-center, or can even detect when a hand pulls your cup away, ensuring an easy, "set and forget" water-filling experience.



FRESHSEAL™ HUMIDITY-CONTROLLED CRISPER BINS

Help keep ingredients fresh, thanks to fully extendable FreshSeal™ gaskets that keep humidity locked in.

*Not including doors when installed in standard 25-1/2" cabinet and countertop.

DEMOS

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PRESERVA® FOOD CARE SYSTEM

Have the customer open the doors and point to the tower with the Preserva® Food Care placard in the back center of the unit. Explain how the sensors inside each of the compartments are monitoring for a 2 degree shift from set temperature and will adjust cooling to keep the consistency throughout the unit.

FRESHCHILL™ TEMPERATURE-CONTROLLED FULL-WIDTH PANTRY DRAWER

Open the drawer and show how the temperature can be adjusted for different foods.

DESIGNED TO BE PERSONALIZED

Point to the exterior of the refrigerator and remind the customer that KitchenAid® Brand offers premium color options like Juniper and Black Ore as well as customizable handle options.

TRUE COUNTER DEPTH

Point to the back and explain how this refrigerator only needs 1 inch of clearance in the back allowing it to sit flush with the countertop.

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