

KitchenAid® 3 Door and 4 Door French Door Bottom Mount Refrigeration

HOW TO SELL

KRFF336S | KRFF436S | KRMF336S | KRMF436S



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



Did you know?

One third of all refrigerator sales are French Door Bottom Mount.

Over 60% of French Door Bottom Mount shoppers are proactive shoppers, meaning they have time to plan their purchase.

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



3 DOOR

Nearly 40% of all refrigeration customers purchase at 28 cu. ft. or higher.*

2 out of every 5 French Door Refrigerators purchased have a freezer capacity of 8 cu. ft. or more.**

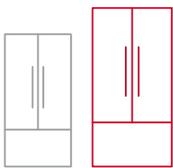


4 DOOR

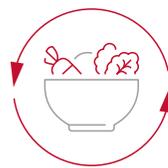
37% of all French Door Bottom Mount purchases are in the 4 door configuration.**

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

What is the need?



French Door Bottom Mount customers are looking for large capacity in both the refrigerator and freezer compartments.



4 Door French Door Bottom Mount customers are looking for ways to keep their food organized and fresh.

**THESE KITCHENAID®
FEATURED MODELS
MEET THESE NEEDS AND MORE**



*Source: Traqline Data 2025 | **Source: OpenBrand Data 2026

Qualifying Questions

1

What struggles do you have finding the right amount of space to properly chill your food?

2

How do you keep your food organized in your refrigerator so that it doesn't go to waste?

3

What kinds of foods tend to get lost at the bottom of your freezer?

Features



MAX CAPACITY MEETS PREMIUM PERSONALIZATION

With a build made to fit your groceries and customizable storage spaces to make them easy to access.



FRESHCHILL™ FULL-WIDTH REFRIGERATED DRAWER*

Delivers organization with storage dividers and allows you to set temperatures manually. Adjust your drawer to be wine storage, deli storage, drink storage or meat storage at the touch of a button.



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.



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.



CRISPER BINS WITH FRESHSEAL™ TECHNOLOGY

Features a gasket seal to help maintain optimal humidity levels to keep your ingredients fresh.



EASY-ACCESS FREEZER BIN

Keeps small ingredients visible and within easy reach, ideal for ice cream, frozen fruits and dough portions. It's designed to keep your frozen ingredients organized, preventing the need to rummage through everything to find small items.

*Available in select models

DEMOS

CRISPER BINS WITH FRESHSEAL™ TECHNOLOGY

Have the customer open the crisper bin and explain how the gasket regulates humidity to keep delicate produce fresh.

MAX CAPACITY MEETS PREMIUM PERSONALIZATION

Open the refrigerator and show the customer the large capacity available for food storage. Explain how the customizable storage spaces make food easy to access.

FRESHCHILL™ FULL-WIDTH REFRIGERATED DRAWER

Have the customer open the refrigerated drawer and explain how the temperature can be adjusted to accommodate whatever they put inside.*

EASY-ACCESS FREEZER BIN

Open the freezer and point to the easy-access bin. Explain how smaller items can be stored here, preventing them from getting lost in the bottom of the freezer.

FIND MORE APPLIANCE SALES RESOURCES AT [LEARNWHIRLPOOL.COM](https://www.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.

