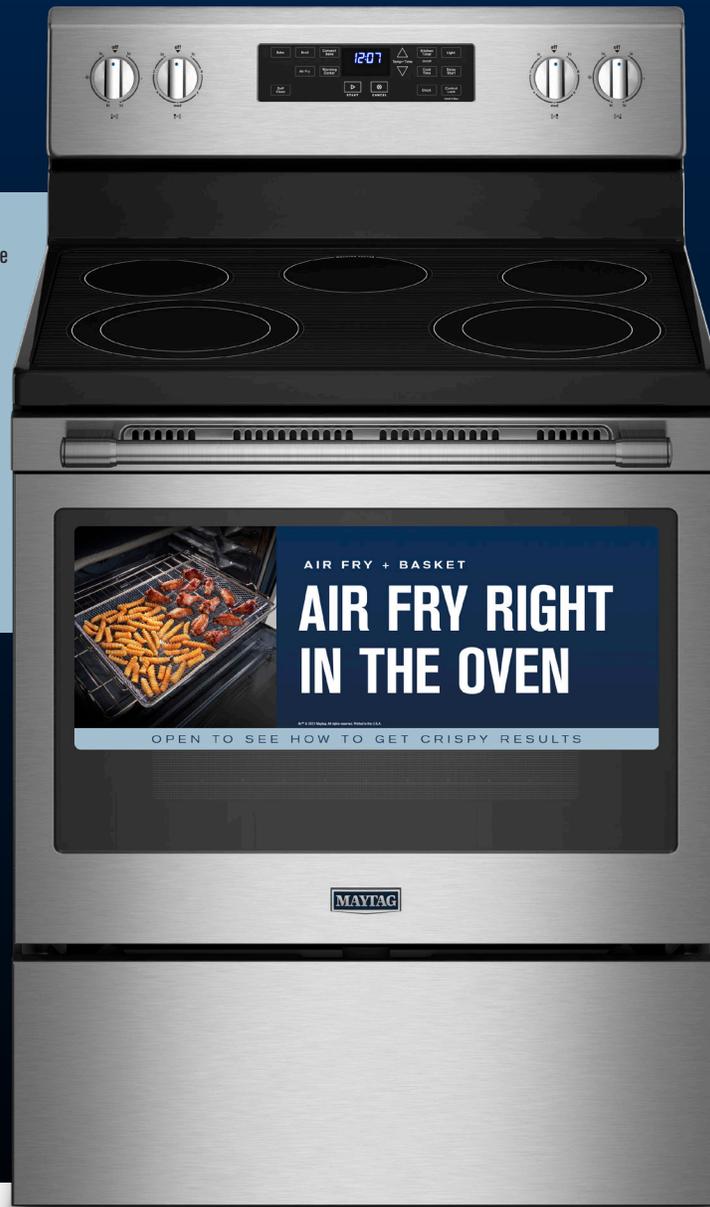


MAYTAG® AIR FRY RANGES

HOW TO SELL ME/GR7700LZ

AIR FRY: Air Fry allows your customer to make their favorite fried foods with a crispy-on-the-outside, juicy-on-the-inside taste using little-to-no additional oil.

Your customer can cook what they want, when they want it. Use Air Fry to make crispy favorites, convection to make delicious baked goods and broil for vegetables and meats.



KEY TO A SALE: Ask what your customer's typical weeknight looks like?

There are a variety of ways your customer could benefit from upgrading to a Maytag® Range with air fry and basket. Most likely, they would like to eliminate the chore feeling that meal time can create. The Maytag® Range with air fry gives your customer the ability to cook what they want, when they want it on any busy weeknight with ease.



QUALIFYING QUESTIONS

1

What does your average week night look like?

2

Does cooking feel like a chore?

3

Are you looking for crispy results even with convenient tools at meal time?

WHY AIR FRY?



A **22% increase** in Amazon searches for “air fryers” occurred with over 2.7 million searches total since June 2020.*

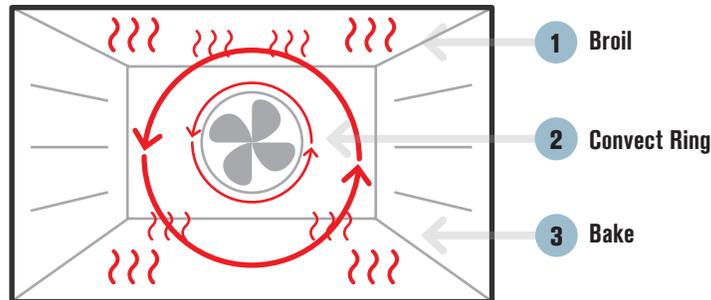


368,000 monthly searches for “air fryer recipes” occur on average*



37% of homes have air fryers as of July 2020**

HOW AIR FRY WORKS



Using three cooking elements in different combinations, **Air Fry** typically cooks at a higher temperature.

Broil crisps from the top with radiant energy.

Bake is the workhorse, quickly increasing and maintaining cavity temperature.

The **Convection Ring** helps distribute heat more evenly around food while air frying.

The **Air Fry Basket** increases exposure and allows better airflow to the food surface promoting drying and browning.

SOURCES: *Keywordtool.io, July 2021.

**Seifer, Darren. “2021 Outlook for the U.S. Food and Beverage Industry.” NPD, The NPD Group, Inc., 5 Jan. 2021, www.npd.com/wps/portal/npd/us/blog/2021/2021-predictions-for-the-us-food-and-beverage-industry/.

FEATURES



AIR FRY

Your customer can dig into crispy versions of their fried favorites with a fraction of the oil* in this **Maytag® Electric Range with Air Fry**. They can just toss their favorite foods like wings into the included stainless steel basket and **Air Fry** will turn them into crispy-on-the-outside, juicy-on-the-inside snacks worthy of their taste buds. And with little to no oil needed, it's easy to enjoy the food they favor and just place the dishwasher-safe air fry basket in the dishwasher for easy cleaning.

DISHWASHER-SAFE AIR FRY BASKET

Tell your customer they can cook their family's favorite crispy foods on any busy week night using the air fry mode. The air fry basket is stainless steel, dishwasher safe and fits on a 13" X 18" standard half-size sheet pan (not included) to collect any crumbs in the process.

MER7700LZ
5.3 Cu. Ft. Capacity



Air fry
Dishwasher-safe air fry basket
Fan convection cooking
Warming center (electric)
Delay bake setting
High temp self clean

MGR7700LZ
5.0 Cu. Ft. Capacity



ROAST OR BAKE MULTIPLE DISHES
at once with fan convection cooking.



5 ELEMENTS OFFER COOKTOP FLEXIBILITY
getting you to dinner fast.



EASY-TO-CLEAN
fingerprint resistant stainless finish.