

Whirlpool® Full Depth 4-Door French Door Bottom Mount Refrigeration

HOW TO SELL

WRMF3336S | WRMF3536S | WRMF3636S | WRMF3736S

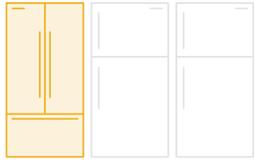


Whirlpool® 4-Door French Door Bottom Mount refrigerators offer family-sized capacity and flexible organization options to help accommodate families on the go.

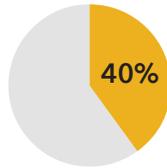


Did you know?

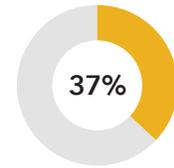
INDUSTRY INSIGHTS



1 out of 3 refrigerator sales are French Door Bottom Mount.*



Nearly 40% of all refrigerator sales are above 28 cubic feet capacity.†



37% of all French Door Bottom Mount sales are in a 4-door configuration.*

SHOPPER INSIGHTS



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

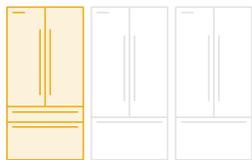


Customers consider keeping produce and meat fresh for a reasonable amount of time a highly important refrigeration feature.



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

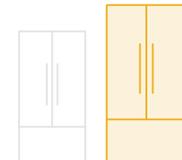
What is the need?



Over a third of all French Door Bottom Mount customers are looking for a 4-door configuration.*



Food waste can be costly. Consumers need a way to keep their food organized and fresh.



More and more consumers want large capacity refrigeration solutions to accommodate their food storage needs.

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



WRMF3336S



WRMF3536S



WRMF3636S



WRMF3736S

*OpenBrand data 2026
† Traqline data 2025

Qualifying Questions

1

How could you benefit from having larger capacity in your refrigerator?

2

What struggles do you experience when trying to keep track of food in your refrigerator?

3

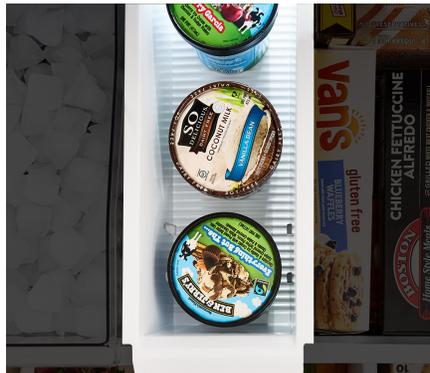
What types of food would you store in a refrigerated drawer?

Features



FAMILY-SIZED CAPACITY

Our largest capacity french door refrigerator line-up in each class* provides Family-Sized space, ice and flexible organization to keep up with whatever the day brings.



PINT SIZED STORAGE

Pint-Sized Storage provides easy access to frozen snacks and pint-sized ice cream, so they won't get buried in your freezer.



FLEXIBLE TEMPERATURE DRAWER

The Flexible Temperature Drawer lets you shift between three temperature settings to store leftovers, sodas and juices and deli items at the touch of a button.



TUCK SHELF

Get on-demand organization with a convertible Tuck Shelf. Simply push the shelf in to store larger items like prepared salads, thermoses and sports drinks, and pull back into place when you no longer need it.



IN-DOOR FILTERED WATER & ICE MAKER

The In-Door Filtered Water Dispenser & Ice Maker makes over 3 lbs of ice. The ice bucket is also removable to make filling coolers easy for any family adventure.



DUAL ICE MAKERS

Our largest ice capacity available. Store over 11 lbs of ice with built-in ice makers in both the refrigerator door and freezer. Use it to fill the cooler, or turn it off for additional frozen storage space.

*Models WRFF3136S, WRFF3336S among refrigerators without water dispensers or with internal dispensers. WRFF3536S, WRFF3736S, WRMF3336S among refrigerators with external water and/or ice dispensers. WRMF3536S, WRMF3736S among refrigerators with external dispenser.

DEMOS

FAMILY-SIZED CAPACITY

Have the customer open the refrigerator and speak to how this 30 cu. ft. refrigerator can help ensure that they have plenty of food for everyone in their family.



FLEXIBLE TEMPERATURE DRAWER

Have the customer open the drawer and explain how the temperature can be adjusted between three temperature settings to store leftovers, beverages, and deli items.

PINT-SIZED STORAGE

Have the customer open the freezer drawer and point to the pint-sized storage area. Explain how this can reduce food waste by preventing smaller items from getting buried at the bottom of the freezer.

DUAL ICE MAKERS

Show the customer the in-door ice maker and the ice maker in the freezer. Explain how the dual icemakers can store up to 11 lbs. of ice, eliminating the need to run out for ice when hosting a party.

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