

Whirlpool® Nugget Ice

HOW TO SELL

WRFC7436T | WRMC7436T



Nugget Ice Maker

The industry's first refrigerator with dispensable nugget ice. Bringing that soft, chewable nugget ice you crave — without more ice maker accessories to clutter your kitchen.



INDUSTRY INSIGHTS

The nugget ice market is growing growing by 4.6% annually with an expectation to top \$125 million ice machines by 2027.* The following insights showcase the demand for this ice type and how Whirlpool® refrigerators are uniquely aligned to deliver to home consumers.

1. Consumer Need

Consumers have become obsessed with nugget ice. But before now, consumers could only get this ice with a trip to a fast-casual establishment or by adding yet another countertop appliance.

2. Core Benefit

A nugget ice maker built directly inside of your refrigerator — without more ice maker countertop accessories that clutter your kitchen.

3. Claim To Fame

The industry's first refrigerators with an in-door nugget ice maker. Providing soft, chewable nugget ice directly from your refrigerator.

4. Job To Be Done

Own the conversation around nugget ice and establish this Whirlpool® refrigerator as the first to offer the soft, chewable texture consumers expect with nugget ice.

What is Nugget Ice?

A soft airy ice that absorbs flavor, chills their drink faster and, most importantly, provides the perfect chew.



Qualifying Questions

1

Do you crave soft, airy ice that takes on the flavor of your drink and has the perfect chew?

2

Do you find yourself needing a variety of ice types for daily use or hosting?

3

Do you want the convenience of nugget ice at home without cluttering your kitchen?

Features



NUGGET ICE MAKER

The industry's first refrigerators with dispensable nugget ice. Bringing soft, chewable nugget ice directly to your refrigerator.



DUAL ICE

Get both nugget ice and cubed ice when you need it. With a built-in ice maker in the refrigerator door and freezer, access to ice is easy. Use in-door nugget ice for your daily needs and traditional ice to fill coolers or for larger hosting.



STORAGE CAPACITY

The In-Door Filtered Water Dispenser & Ice Maker holds up to 2.4 lbs of ice. The ice bucket is also removable to make filling multiple water bottles or preparing drinks easy.



ICE PRODUCTION – 1 HR

Production makes up to 3 cups of filtered nugget ice an hour and holds up to 2.4 lbs.



NUGGET ICE

Small nugget shaped ice with a soft, airy texture that gives you the perfect chew.



ANTI-CLUMPING

Get individual nuggets and not clumps of ice from your icemaker with this technology to help prevent clumping while it's stored in your icemaker.

DEMOS
WRFC7436T | WRMC7436T



STORAGE CAPACITY

Open the in-door nugget ice maker to demonstrate its capacity. Next, remove the ice bucket to showcase how easily it can fill multiple water bottles or prepare drinks.

**EXPERIENCE MATTERS!
SHOW, DON'T JUST TELL**

While nugget ice is growing in popularity, a significant number of customers still don't know about it. If the unit is not hooked up to water, invest in a bottled water pump and a 5-gallon water bottle to feed your display unit's ice machine. This allows you to produce and let customers experience the specialty ice firsthand.

Note: The filter must be installed before attempting this.

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®, JennAir® and Amana® products.