

# KitchenAid® 4-Door Refrigerator

## HOW TO SELL

KRQC736RPS

### FLEXIBLE TEMPERATURE ZONE

Flexible Temperature Zone allows you to turn your right-hand freezer into a refrigerator at the touch of a button. You have the option of 15 different temperatures and 4 specialty presets. Adjust zone from -5° deep freeze to 37° for fresh produce and up to 41° for wine and specialty beverages.

Energy Star Certified®



### MULTI-ZONE COOLING SYSTEM

Multi-Zone Cooling System chills all your party essentials at 3 different temperatures in 3 dedicated zones. Our most customizable cooling system gives you the power to adjust fresh or frozen capacity as needed.

### FULL COLOR 4.5" LCD TOUCHSCREEN CONTROL PANEL

Full Color 4.5" LCD Touchscreen Control Panel features 29 convenient presets to help you control your refrigerator functions without opening the door. With just a few taps of the control panel, you can ramp up the ice production, fast cool groceries, set timing reminders and so much more.

Counter Depth vs. Standard Depth

### Counter depth design

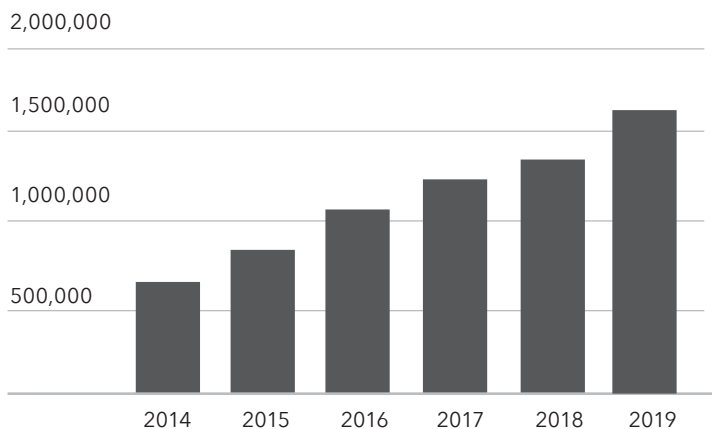
KitchenAid® 4-Door Counter-Depth Refrigerator is the life of the party with show-stopping interior and premium features made for entertaining.



KRQC736RPS

## Why Counter-Depth?

Counter Depth Trended Unit Sales: 2014-2019



More shoppers are looking for refrigerators that are configured to their needs, sized-properly, modestly priced and offer flexible storage solutions.

Counter depth refrigerators are a logical choice and have seen steady growth, a trend that is projected to continue.\*

## Why 4-Door?



Customers need a refrigerator that is the right configuration and size for their space.



They desire the right capacity with flexible organization to meet their family's changing storage needs. The 4-door offers flexible storage spaces in both the refrigerator and freezer compartments.



Their purchase should fit their needs but still be priced to fit their budget. The KRQC506MPS is priced competitively against other 4-Door offerings.

## Did you know: Flexible Temperature Zone



The Flexible Temperature Zone adapts to your lifestyle, transitioning effortlessly between a deep freeze and a perfect wine cellar. With a remarkable range from -5°F to 41°F, you have complete control over the climate within this versatile zone. Note that switching between these extremes takes approximately 2 hours, so plan accordingly for your culinary adventures!

\*Source: AHAM Industry FDBM

## Qualifying Questions

1

Have you ever wished your refrigerator could adapt to your changing needs?

2

Have you ever wished you could customize the temperature in different areas of your refrigerator?

3

Do you find yourself frequently opening your refrigerator for ice or water, especially when you're cooking or entertaining?

## Features KROC736RPS



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### LARGE CAPACITY ICE PRODUCTION

Large Capacity Ice Production with over 3lbs of filtered ice per day. This convenient feature keeps up so you're well-prepared to meet the demands of your guests when hosting.



### REMOVABLE BEVERAGE CADDY

Removable Beverage Caddy allows you to store and serve 6 standard wine bottles or cold drinks at the optimal temperature. This stylish caddy with wood-look finish goes from refrigerator to counter or table with ease.



### EXTENDFRESH™ TEMPERATURE MANAGEMENT SYSTEM

ExtendFresh™ Temperature Management System helps keep ingredients fresh with sensors in each zone that continuously adjusts temperatures in the refrigerator and freezer.

## DEMOS

KRQC736RPS

### EXTERIOR ICE & WATER DISPENSER

Show how the Exterior Ice and Water Dispenser is positioned just right with convenient presets like Measured Fill, where there is no need for measuring cups. Tap the control panel and show how to specify the desired amount of water in ounces, cups, and liters to fill a glass, water bottle, or even a pitcher. Speak to the 3lbs of filtered ice produced daily, to keep up with a party.

### MULTI-ZONE COOLING SYSTEM

Open the refrigerator to reveal all three zones. The top is your main refrigerator compartment, which you can set for everyday items. The bottom left is the dedicated freezer zone which can be used for frozen food. The bottom right is the 'party zone,' where you can adjust the temperature for wine, fresh food, meat and fish, and even ice cream.



### FLEXIBLE TEMPERATURE ZONE

Locate the LCD Touchscreen Control Panel and point to the 4 specialty presets. Next, tap the following buttons: "Cooling Function," then "Temperatures," and finally "Flexible Temperature Zone." Explore the options by swiping. Point out the recommended options for wine, meat and fish, and produce. Additional note: temperature changes between extremes take on average 2 hours.

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