

KitchenAid® Air Fry Microwave

HOW TO SELL KMHC319L SS/BS/PS

AIR FRY

With the included Air Fry Basket, Air Fry Mode crisps and browns with less oil* and no need to preheat.



GRILL INDOORS

Grill Mode uses the air fry basket and a grill element to sear meats, broil veggies and more.

KMHC319L SS/BS/PS
1.9 Cu. Ft. Over-the-Range Convection Microwave

Go beyond reheating and defrosting

With a microwave that does so much more, KitchenAid® Over-the-Range Convection Microwaves combine an air fryer, convection mode, grill mode, steamer and ventilation hood, all in one space-saving appliance that fits above your cooktop or range, freeing up your countertops for more making.

*When compared to deep frying.



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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**

Why KitchenAid Air Fry MHC?



Customers are inspired to cook trending food, and look forward to cooking new dishes.

They never want their appliance to inhibit creativity.

They seek out tools that empower them to cook any way that they want.

*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/.

Qualifying Questions

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1

Do you like versatility to aid within your cooking routine?

2

Do you like your appliance to act as a sous chef with a variety of attachments?

3

Do you strive to easily master the mess so you can focus on creating?

Features



AIR FRY MODE

Uses dual heating elements and a fan to efficiently circulate hot air around the **included air fry basket**, crisping and browning food with less oil* and no need to preheat.



6-SPEED, 400 CFM MOTOR CLASS**

This ventilation system installs above a cooktop or range to help capture smoke, grease and odors from the cooking surface below. Six fan speeds make it easy to adjust settings for every cooking adventure, from gentle simmering to high-heat searing.



GRILL MODE

Uses the included air fry basket and a 1500-watt grill element in the top of the microwave to sear meats, broil veggies and more.



CONVECTION COOKING

Convection Cooking Modes for bake and roast use a 1600-watt convection element to reach temperatures up to 425°F, giving this microwave the ability to convection cook everything from small-batch bakes to a whole roast chicken.



STEAM CLEANING FUNCTION

Uses the power of steam to loosen cooked-on food without the need for harsh chemical cleaners. After running this cycle, give the inside of the microwave a wipe down with a damp cloth.

*When compared to deep frying.

**Performance varies based on installation. Resources available at AHAM.org

DEMOS

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A MICROWAVE THAT DOES SO MUCH MORE

Point to the dedicated air fry and steam clean buttons that highlight the build with exploration in mind.



CONVECTION COOKING MODES

Showcase where the 1600 watt convection element is on the microwave used to bake and roast.



INCLUDED ACCESSORIES

Have the shopper open the door to inspect the inside of the unit. Show them the air fry basket, grill rack, and steamer vessel included with the microwave.

WRAP IT UP

SAY

- Speak to the versatility of the cooking modes
- Speak to the clean features that help master the mess
- Talk about the included air fry basket, grill rack, and steam basket

DO

- Point to the dedicated feature buttons
- Open the door and show off the included air fry basket, grill rack, and steam basket

FEEL

- The inspiration of new possibilities with a multi-use microwave designed to expand capabilities in the kitchen

REFERENCE

- Find additional resources about KitchenAid cooking products here →



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