



KitchenAid[®]

Side by Side Built-In Refrigeration

KitchenAid® Built-In Refrigeration Goals



Recall

RECALL consumer Insights
around
Built-In Refrigeration

Speak

SPEAK to the Fit System Limited
Guarantee and Warranty

Ask

Examine customer needs by
ASKING about size, timing, and
aesthetic preferences

Demonstrate

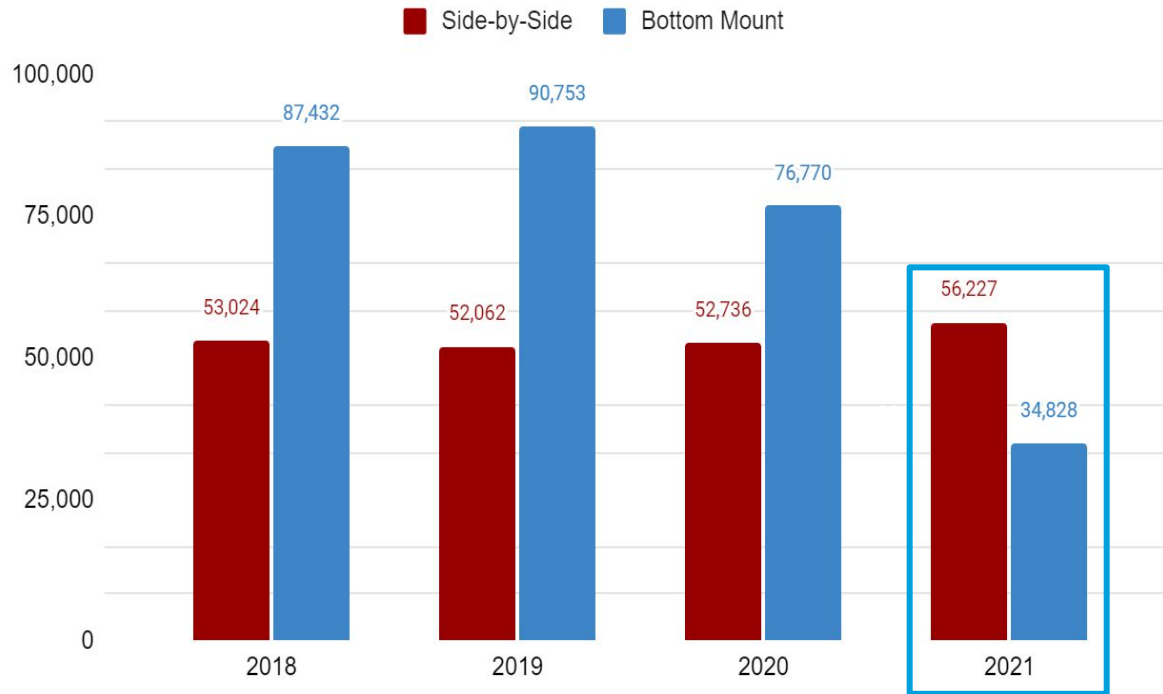
DEMONSTRATE how to show
updated aesthetics including
LED lighting, platinum interior,
shelving and prep zones



- **Industry Insights**
- KitchenAid® Side-by-Side Built-In Refrigeration Lineup
- Resources

Total Built-In Refrigeration Industry

Built-In Refrigeration Industry Shipments by Type



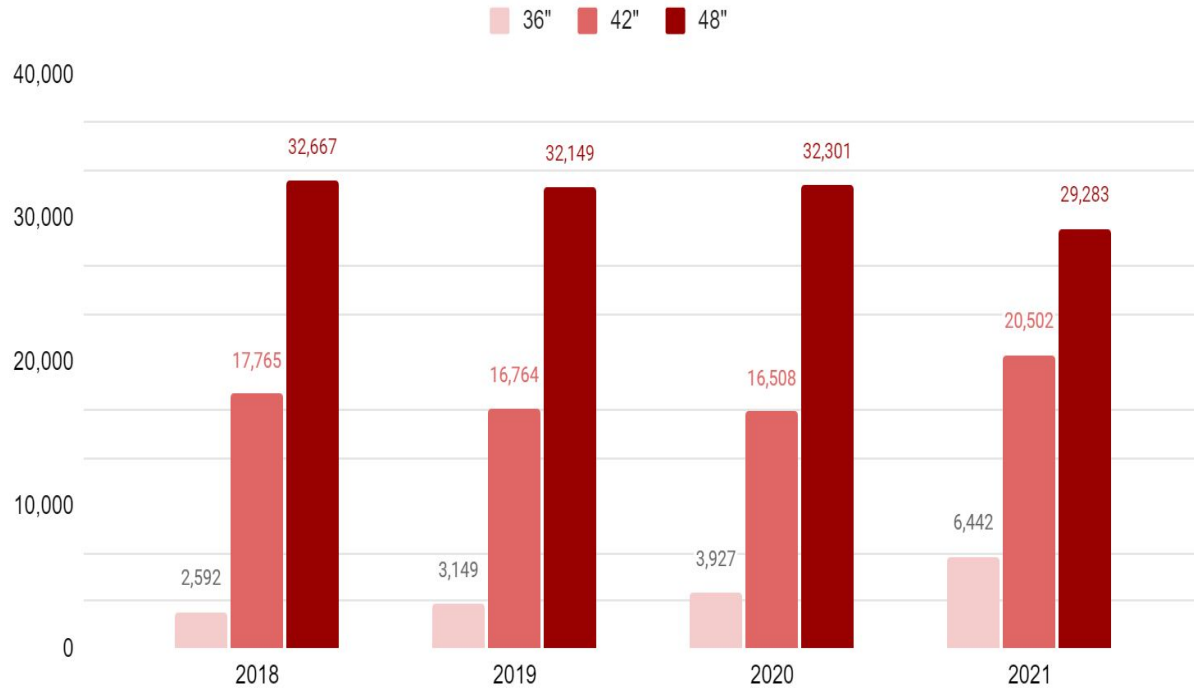
62% of the BIR industry was Side-by-Side configuration

More than half of BIR's sold in 2021 were side-by-side configurations

Total Built-In Refrigeration Industry Side-by-Side



Built-In Refrigeration Side-by-Side Industry Shipments by Configuration



48-inch wide models outsell both 42-inch and 36-inch wide units.

48" side-by-side configuration continues to have strong demand in market

Source: [AHAM Characteristics Report Refer SxS Report 2614B](#)

Built-in Refrigerator Shopping Purchase Triggers

Emergency Duress

Planned Duress

Non-Duress



47%

37%

Built-In Refrigerator: How To Guide Each Consumer



Emergency Duress

FOCUS:
Built-In Refrigerator only

Planned Duress

FOCUS:
BIR + other appliances
(potentially)

Non-Duress

FOCUS:
Suite

Perceived Benefits/Barriers of Built-in Refrigeration Category



PERCEIVED BENEFITS

- ✓ Best quality
- ✓ Durable / long lasting
- ✓ Clean, streamlined look
- ✓ Bigger capacity with less depth (more accessible)
- ✓ Superior food preservation



PERCEIVED BARRIERS

- Expensive
- Requires professional installation
- Harder to maintain and replace (cannot service on own easily)
- Lack of options/differentiation between models

"It's the epitome of high-end. The styling is super nice. You can't go any higher than that unless you have a commercial walk-in fridge." - Alice, Intender

Why does this particular shopper have a large **Whirlpool** need to see this product in person?



“

“It also helps to visit in-store showrooms to truly get a look and feel of the appliances. There's a lot of nuance to pay attention to, for example colors, that might not come through via online photos and trying to imagine what such an appliance would look like in your own home (how the sunlight hits).” – Kyle, Intender

”



LOOK at overall aesthetic
SEE the interiors (lighting, organization)

FEEL the high-end quality
COMPARE brands head to head



- Industry Insights
- **KitchenAid® Side-by-Side Built-In Refrigeration Lineup**
- Resources

KitchenAid® Built-In Side-by-Side From / To



Traditional Exterior Dispenser & White Interior



Updated Exterior Dispenser (Touch Controls),
Platinum Colored Interior & Culinary Aids for
Additional Organization



The new KitchenAid® SxS refresh offers exterior and interior updates

KitchenAid Built-In SxS From → To



From	Model	KBSN602E - 42" PA, SS, BS	KBSN608E - 48" PA, SS, BS	KBSD606E - 36" SS	KBSD602/12E - 42" SS, PS	KBSD608/18E SS, PS, BS
	Map	\$8,699 / \$9,699 / \$9,899	\$9,899 / \$10,899 / \$11,099	\$10,199	\$10,499 / \$10,699	\$11,699 / \$11,899 / \$12,099
	Capacity	25.5 cu.ft.	30 cu.ft.	21 cu.ft.	25 cu.ft.	29.5 cu.ft.
	Interior	White Interior	White Interior	White Interior	White Interior	White Interior



To	Model	KBSN702M - 42" PA, PS, BS	KBSN708M - 48" PA, PS, BS	KBSD706M - 36" PS	KBSD702M - 42" SS, PS	KBSD708M SS, PS, BS
	Map	\$9,199 / \$10,199 / \$10,399	\$10,399 / \$11,399 / \$11,699	\$10,699	\$10,999 / \$11,199	\$12,199 / \$12,499 / \$12,699
	Capacity	25.5 cu.ft.	30 cu.ft.	20.8 cu.ft.	25.1 cu.ft.	29.4 cu.ft.
	Interior	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray	Platinum Interior, Under Shelf Prep Zone, Premium Pullout Tray

MAP is minimum advertised price for co-operative advertising purposes. Dealer alone determines actual retail and advertised prices.

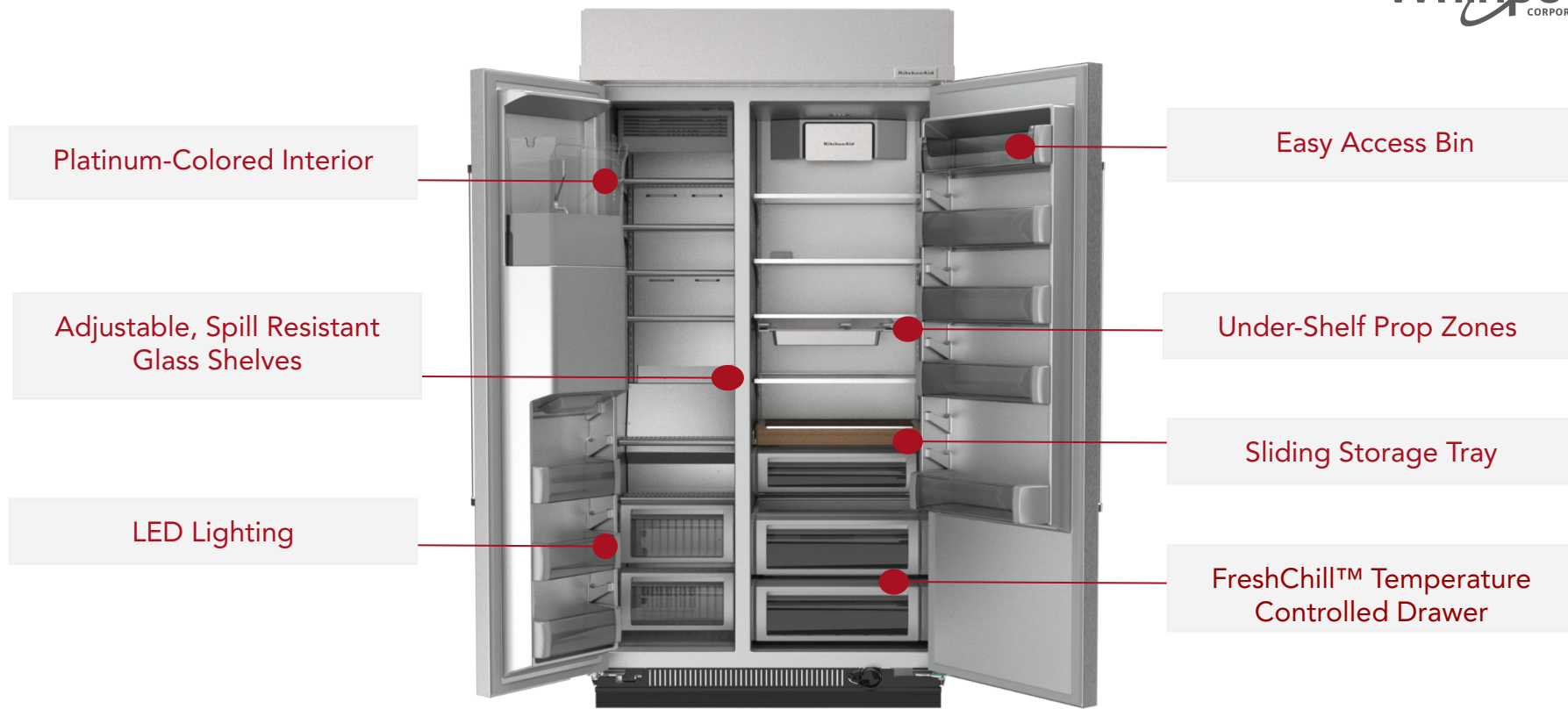
Exterior Ice and Water Dispenser Enhancements



New: Updated
Aesthetic & Measured
Water Fill



Side-by-Side Interior Refresh



Refresh will bring new enhanced interior aesthetics and culinary features

*36" SxS BIR - Under-shelf prep zone includes 9"x 9" baking pan and 2 loaf pans

KitchenAid® BIR SxS Model Lineup



Model	KBSN702M 42"	KBSN708M 48"	KBSD706M 36"	KBSD702M 42"	KBSD708M 48"
Finish	PA, PS, BS	PA, PS, BS	PS	SS, PS	SS, PS, BS
Capacity	25.5 cu.ft.	30 cu.ft.	20.8 cu.ft	25.1 cu.ft.	29.4 cu.ft.
Dispenser Ice & Water	Interior Ice Maker Only	Interior Ice Maker Only	Exterior Ice & Water w/ Measure Fill	Exterior Ice & Water w/ Measure Fill	Exterior Ice & Water w/ Measure Fill
Ice Maker	Yes	Yes	Yes	Yes	Yes
Interior Color	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior
Lighting	LED	LED Spot Lighting	LED Spot Lighting	LED Spot Lighting	LED Spot Lighting
Energy Star	No	No	No	Energy Star Qualified	Energy Star Qualified
Wifi	No	No	No	No	No
Dimensions/ Flush Install	Non Flush Fit System Limited Guarantee 83 3/8 x 41 1/4 x 27 ^{11/16}	Non Flush Fit System Limited Guarantee 83 3/8 x 47 1/4 x 27 ^{11/16}	Non Flush Fit System Limited Guarantee 83 3/8 x 35 1/4 x 27 ^{11/16}	Non Flush Fit System Limited Guarantee 83 3/8 x 41 1/4 x 27 ^{11/16}	Non Flush Fit System Limited Guarantee 83 3/8 x 47 1/4 x 27 ^{11/16}
Culinary Aids	--Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - Two 9x9 Loaf Pans - One 9x9 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan
Other Features	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - ADA Compliant*	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - ADA Compliant*	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode

*Only when not connected to water line

KitchenAid® Built-In SxS Plan-To-Sell

OTS: Q3 2022



Model	KBSD708M 48"	KBSD702M 42"	KBSD708M 48"
Finish	PS	PS	SS, PS
Capacity	30 cu.ft.	25.1 cu.ft.	29.4 cu.ft.
Dispenser Ice & Water	Interior Ice Maker Only	Exterior Ice & Water w/ Measure Fill	Exterior Ice & Water w/ Measure Fill
Ice Maker	Yes	Yes	Yes
Interior Color	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior
Lighting	LED	LED	LED
Energy Star	No	Energy Star Qualified	Energy Star Qualified
Wifi	No	No	No
Dimensions/ Flush Install	Non Flush Fit System Limited Guarantee 83 3/8 x 47 1/4 x 27 ^{11/16}	Non Flush Fit System Limited Guarantee 83 3/8 x 41 1/4 x 27 ^{11/16}	Non Flush Fit System Limited Guarantee 83 3/8 x 47 1/4 x 27 ^{11/16}
Culinary Aids	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan
Other Features	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - ADA Compliant*	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode

*Only when not connected to water line

KitchenAid® Built-In SxS Plan-To-Sell

OTS: Q2 2023



Model	KBSD706M 36"
Finish	PS
Capacity	20.8 cu.ft
Dispenser Ice & Water	Exterior Ice & Water w/ Measure Fill
Ice Maker	Yes
Interior Color	Platinum Colored Interior
Lighting	LED
Energy Star	No
Wifi	No
Dimensions/ Flush Install	Non Flush Fit System Limited Guarantee 83 3/8 x 35 1/4 x 27 11/16
Culinary Aids	- Wood Like Pull Out Tray - Two 9x9 Loaf Pans - One 9x9 Cake Pan
Other Features	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode

KitchenAid® Built-In SxS Plan-To-Sell

OTS: 2024



Model	KBSN702M 42"	KBSN708M 48"	KBSD702M 42"	KBSD708M 48"
Finish	PA, PS, BS	PA, BS	SS	BS
Capacity	25.5 cu.ft.	30 cu.ft.	25.1 cu.ft.	29.4 cu.ft.
Dispenser Ice & Water	Interior Ice Maker Only	Interior Ice Maker Only	Exterior Ice & Water w/ Measure Fill	Exterior Ice & Water w/ Measure Fill
Ice Maker	Yes	Yes	Yes	Yes
Interior Color	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior	Platinum Colored Interior
Lighting	LED	LED	LED	LED
Energy Star	No	No	Energy Star Qualified	Energy Star Qualified
Wifi	No	No	No	No
Dimensions/ Flush Install	Non Flush Fit System Guarantee 83 3/8 x 41 1/4 x 27 ^{11/16}	Non Flush Fit System Guarantee 83 3/8 x 47 1/4 x 27 ^{11/16}	Non Flush Fit System Guarantee 83 3/8 x 41 1/4 x 27 ^{11/16}	Non Flush Fit System Guarantee 83 3/8 x 47 1/4 x 27 ^{11/16}
Culinary Aids	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan	- Wood Like Pull Out Tray - One 9x13 Sheet Pan - One 9x13 Cake Pan
Other Features	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - ADA Compliant*	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode - ADA Compliant*	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode	- Max Cool / Max Freeze - Adjustable Shelves - Sabbath Mode

*Only when not connected to water line



KitchenAid® 25.1 Cu Ft 42" Dispense Built-In Side-by-Side Refrigerator



KBSD702MPS



Platinum Colored Interior

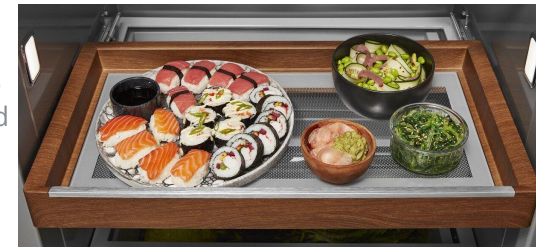
Industry-first platinum interior compliments the quality ingredients you keep.

Under-Shelf Prep Zone

Utilize unused space in a pan ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.

Sliding Storage Tray

This moisture- and stain-resistant tray is a versatile area for storing platters, organizing ingredients and keeping items easily accessible.



Fit System Limited Guarantee

KitchenAid will provide up to \$300 toward the cost of professionally modifying your existing cabinet's height or width (excludes depth modifications)*

*Visit <https://www.kitchenaid.com/promotions/promotions.html> for complete



KitchenAid® 29.4 Cu Ft 48" Dispense Built-In Side-by-Side Refrigerator



KBSD708MPS



Platinum Colored Interior

Industry-first platinum interior compliments the quality ingredients you keep.

Under-Shelf Prep Zone

Utilize unused space in a pan ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.

Sliding Storage Tray

This moisture- and stain-resistant tray is a versatile area for storing platters, organizing ingredients and keeping items easily accessible.



Fit System Limited Guarantee

KitchenAid will provide up to \$300 toward the cost of professionally modifying your existing cabinet's height or width (excludes depth modifications)*

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KitchenAid® 29.4 Cu Ft 48" Non-Dispense Built-In Side-by-Side Refrigerator



KBSN708MPS/SS

Platinum Colored Interior

Industry-first platinum interior compliments the quality ingredients you keep.



Under-Shelf Prep Zone

Utilize unused space in a pan ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.

Sliding Storage Tray

This moisture- and stain-resistant tray is a versatile area for storing platters, organizing ingredients and keeping items easily accessible.



Fit System Limited Guarantee

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Preparing Your Sales Floor: Interior



ASK

What is the current color of your refrigerator's interior?

TELL

Not your common white interior, this unit brings **premium style** inside the refrigerator to complement the quality ingredients you keep.

ASK

Can you imagine how your quality ingredients will stand out within the refrigerator's interior?

TELL

The platinum colored interior makes your **food visually "pop"** within your unit.

DEMO



Moment of Truth: Point out the LED lighting and platinum colored interior

ASK

How do you currently prep your foods in your refrigerator prior to cooking?

TELL

Utilize **unused space** with the included 9x13" baking sheet and cake pan. Ideal for storing food prep or leftovers, marinating, chilling desserts, making focaccia and more.

ASK

How many different pans or dishes do you use for ONE recipe?

TELL

Imagine using just **one pan** or dish for one recipe. Place directly into the oven, then simply put that dish right into the dishwasher.

DEMO



Have your customer pull out the dishwasher safe baking sheet or cake pan.

Under-Shelf Prep Zone Includes:



36" Refrigerator Includes

1 - 9x9" pan

2 - loaf pans

**Replacement Part #W11475823-
KIT**



42" & 48" Refrigerators Include

1 - 9x13" pan

1 - 9x13" baking sheet

Replacement Part #W11475821- KIT

Preparing Your Sales Floor: Sliding Storage Tray



ASK

How often do you entertain guests at your home?

TELL

This unit provides a **versatile area** for storing platters, organizing ingredients and keeping items easily accessible, perfect when entertaining.

ASK

Do premium aesthetics within your refrigerator matter to you?

TELL

The Sliding Storage Tray comes in a **wood-look finish** that is moisture- and stain-resistant, and the tray removes fully for easy cleaning.

DEMO



Have your customer demonstrate how the tray smoothly glides in and out for easy access to a variety of items & easily removes for cleaning

Sliding Storage Tray



Premium Wood-Look Sliding Storage Tray

KitchenAid® Built-In Refrigerator Limited Fit System Guarantee



KitchenAid® **GUARANTEES** your new 36", 42" or 48" wide qualifying KitchenAid® built-in bottom freezer, french door or side-by-side refrigerator will fit your existing cabinet cut-out of a compatible model.

OR

KitchenAid® will provide **UP TO \$300** toward the cost of professionally modifying your cabinet's

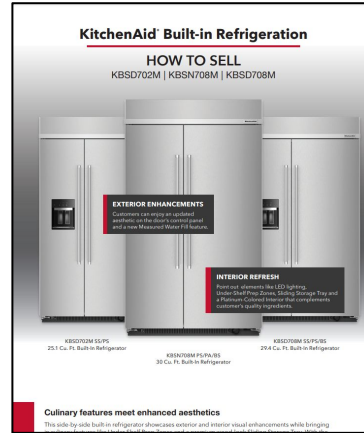
[FULL DETAILS AVAILABLE HERE](#)



- Industry Insights
- KitchenAid® Built-In Refrigeration Lineup
- **Resources**



Sales Insider Video



How to Sell Guide



Product Presentation

More Training Assets:

- Model Line Up + Spec Sheet
- eLearning
- Product Briefs

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