

KitchenAid® KRQC506MPS

Sales Training
Product Presentation





Agenda



KitchenAid® French Door Bottom Mount Lineup

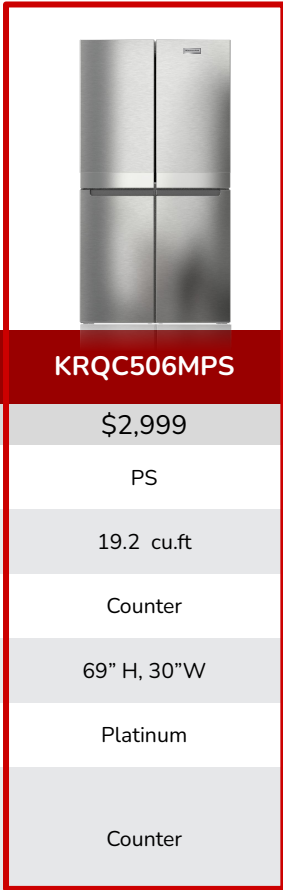
Competitive Landscape

Resources

KitchenAid® French Door Bottom Mount Plan To Sell



KitchenAid®



	KRFC300ESS	KRQC506MPS	KRFF577HPS	KRFC302ESS	KRMF706ESS	KRFC704FPS
MSRP	\$2,799	\$2,999	\$3,699	\$3,899	\$4,499	\$4,899
Colors	WH, BL, SS,	PS	BS, PS	PS	SS, BS	BS, PS, SS
Capacity	20 cu. ft.	19.2 cu.ft	27 cu. ft.	22 cu.ft	26 cu. ft.	23.8 cu. ft.
Depth	Counter	Counter	Full	Counter	Full	Counter
Size	69" H, 30"W	69" H, 30"W	70"H, 36"W	69" H, 30"W	70" H, 36"W	72" H, 36" W
Interior Color	White	Platinum	Platinum	White	Platinum	Platinum
Depth	Counter	Counter	Full	Counter	Full	Counter

Whirlpool Corporation Confidential



KitchenAid® 19.2 Cu Ft Counter-Depth 4-Door Refrigerator

KRQC506MPS

4-Door Counter-Depth Design

4-Door Design has French Door refrigerator, Side-by-Side freezer while Counter-Depth Design creates a seamless built-in look



Side-by-Side Freezer

Side-by-Side Freezer design offers easy access and visibility.

Full-Width Sliding Storage Tray in wood-look finish

Sliding storage tray is a versatile area for platters and food.



DESIGNED TO HELP KEEP YOUR INGREDIENTS FRESH AND WITHIN EASY REACH



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COMPETITIVE LANDSCAPE IS INTERNAL ONLY

KitchenAid Head-to-Heads: Four Door Refrigeration



Company	Haier	Frigidaire	Hisense	Whirlpool	KitchenAid	Samsung	Samsung	Samsung - Bespoke	Samsung	GE- Cafe	LG - Signature
Model	QHE16HYPPFS	FRQG1721AV	HRQ215N6BVD	WRQA59CNKZ	KRQC506MPS	RF23J9011SR	RF23J9011SR	RF23A967541	RF23A9771SR	CQE28DM5NS	URNTC2306N
Capacity	16.4 cu. ft.	17.4 cu. ft.	21.6	19.4 cu. ft.	19.2 cu. ft.	22 cu. ft.	23 cu. ft.	23 cu. ft.	22 cu. ft.	27.4 cu. ft.	23 cu. ft.
Finish	Stainless Steel	Brushed Steel	Stainless Steel	PrintShield™	PrintShield™	Fingerprint Resistant	Fingerprint Resistant	9 Options	Fingerprint Resistant	Platinum Glass	Textured Steel
Interior Color	White	White	White	White	Platinum Colored	White	White	White	White	Platinum + Stainless	Platinum Fresh Wall
Lighting Style	LED	LED	LED	LED	LED	LED	LED	LED	LED	LED	LED
Water & Ice	Optional Ice Maker	No	Factory Installed Ice	Factory Installed Ice	Factory Installed Ice	Yes (Dual Icemaker)	AutoFill Pitcher & Dual Icemaker	Yes (Dual Icemaker)	Yes (Dual Icemaker)	IDI	IDI
Freezer Flex	No	No	Yes	No	No	Yes	Yes	Yes	Yes	Yes	No
Additional Feature	Humidity Controlled Drawers	Dual Evaporator	43 dBA Claim	ADA Compliant	KAD Brand Aesthetics	AutoFill Water Pitcher	WiFi Connectivity	Customizable Panel Colors Bev Center	Family Hub Bev Center	Freeze, Refrigerate, or Chill Zones	Wi-fi Enabled InstaView





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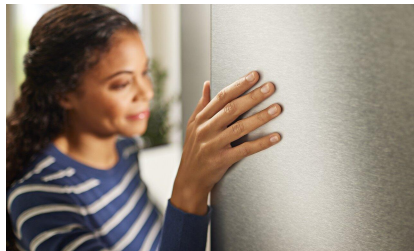
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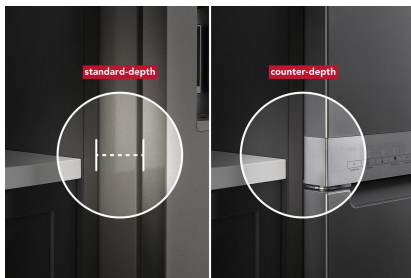
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Premium Aesthetics & Organization keep cooks in the flow!

Premium Design Inside & Out



PrintShield™ Finish

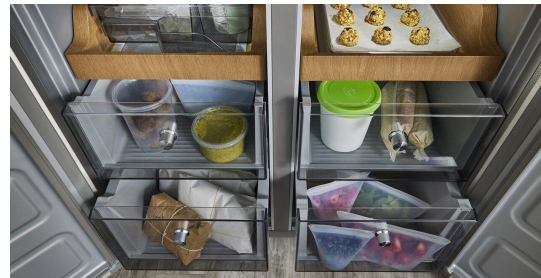


Counter-Depth

Platinum-Colored Interior with LED Lighting

Makes Colorful Foods POP!

Flexible Organization



Side-by-Side Freezer



Sliding Storage Trays

with wood-look finish



ASK

What is the door configuration of your current refrigerator? What do you like/dislike about it?

TELL

A French Door refrigerator on top, combined with Side-by-Side freezer compartments on bottom, offers flexibility to keep ingredients organized and easily accessible. No need to dig in this freezer to find ingredients you need.

DEMO



Show how easy it is to open the freezer and locate ingredients by asking the customer to find an item in the freezer.

ASK

How often do you entertain guests?

TELL

Pull Out Tray fits platters and casserole dishes without stacking. The wood look finish is both moisture and stain resistant.

DEMO



Open refrigerator have customer slide out storage tray. Mention how wood-like finish is moisture and stain resistant. Ask them to share what types of items they would put there.

KRQC506MPS Goals



FEEL confident offering the four door refrigerator to customers who dislike digging through their freezer to find food.

See how the platinum-colored interior and LED lighting makes fresh ingredients stand out & easy to find.

REFERENCE Find additional assets about KitchenAid® Four Door Refrigeration [here](#).

Demonstrate flexible organization by having the customer touch & interact with the premium shelves. Ask them to share what items they would store where.