

# Whirlpool® Air Fry Ranges

## HOW TO SELL

WFE/G535S0L | WFE/G550S0L | WEE/G745H0L



**AIR FRY:** Your customer can air fry chicken nuggets, wings, fries and more of their favorite foods to get crispy results right in their oven. It's a healthy way to fry food, with less oil than traditional frying.



WFE/G535S0LZ | WFE/G550S0LZ  
5.3 CU. FT. (ELECTRIC) | 5.0 CU. FT. (GAS)

WEE/G745H0LZ  
6.4 CU. FT.

### KEY TO A SALE: Ask what your customer's typical weeknight looks like?

There are a variety of ways your customer could benefit from upgrading to a **5-in-1** or **7-in-1 Air Fry Range**. Most likely, they would like more options when making their meals. The **5-in-1 Whirlpool® Air Fry Range** gives your customer the flexibility to cook a variety of dishes by combining multiple cooking modes into one range. The 5-in-1 range offers: **Air Fry, Convection Bake, Broil, Frozen Bake™ Technology** and **Bake cycles**. The **7-in-1 Whirlpool® Air Fry Range** adds **Convection Broil** and **Keep Warm** cycles to the versatility.



MODEL SHOWN: WFE/G535S0LZ



MODEL SHOWN: WEE/G745H0LZ

## Qualifying Questions

1

*What does your typical weeknight look like?*

2

*Are you looking for versatility in your cooking routine?*

3

*Do you actively look for healthier ways to cook for your family?*

## Why Air Fry?



**A 22% increase** in Amazon searches for “air fryers” occurred with over 2.7 million searches total since June 2020\*

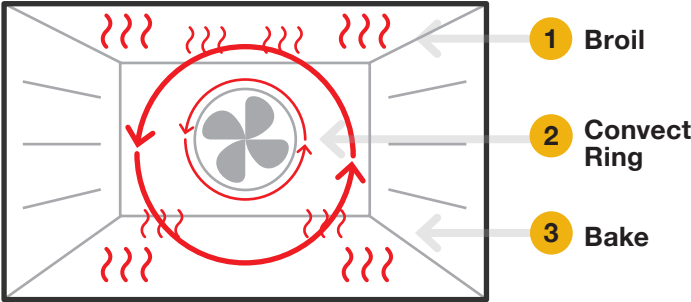


**368,000 monthly searches** for “air fryer recipes” occur on average\*



**37% of homes** have air fryers as of July 2020\*\*

## How Air Fry Works



Using three cooking elements in different combinations, **Air Fry** typically cooks at a higher temperature.

**Broil** crisps from the top with radiant energy.

**Bake** is the workhorse, quickly increasing and maintaining cavity temperature.

The **Convection Ring** helps distribute heat more evenly around food while air frying.

The **Air Fry Basket** increases exposure and allows better airflow to the food surface promoting drying and browning.

SOURCES: \*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/.



## Features



**AIR FRY**



**CONVECT BAKE**



**FROZEN BAKE™  
TECHNOLOGY**



**BAKE**



**BROIL**



**+ KEEP WARM**  
WEE/G745H0LZ



**+ CONVECT BROIL**  
WEE/G745H0LZ



### Convection Cooking

Your customer can cook however they want with a **5-in-1 (WFE/G535S0L & WFE/G550S0L) Air Fry Range**. They can air fry their favorite foods like chicken wings, nuggets and fries right in the oven with the included air fryer basket that's dishwasher safe. Bake multiple items at once with Fan Convection Cooking. The oven fan circulates hot air from two heating elements around the oven so you don't have to move dishes around as you cook. **True Convection Cooking (WEE/G745H0L)** offers a third heating element to help cook faster.



### Dishwasher-Safe Air Fry Basket

Tell your customer they can cook their family's favorite crispy foods on any busy week night using the air fry mode. The air fry basket is stainless steel, dishwasher safe and fits on a 13" X 18" standard half-size sheet pan (not included) to collect any crumbs in the process.

## Model Line Up

**WFE535S0LZ**  
5.3 Cu. Ft. Capacity



**WFG535S0LZ**  
5.0 Cu. Ft. Capacity



- 5-in-1 Oven
- Fan Convection Cooking
- Two FlexHeat™ Dual Radiant Elements (electric)
- SpeedHeat™ Burner (gas)
- Air Fry Mode
- Dishwasher-Safe Air Fry Basket
- AVAILABLE COLORS:**  
Fingerprint Resistant Stainless Steel (Z) and  
Fingerprint Resistant Black Stainless Steel (V)

**WFE550S0LZ**  
5.3 Cu. Ft. Capacity



**WFG550S0LZ**  
5.0 Cu. Ft. Capacity



- 5-in-1 Oven
- Fan Convection Cooking
- Two FlexHeat™ Dual Radiant Elements (electric)
- SpeedHeat™ Burner (gas)
- Air Fry Mode
- Dishwasher-Safe Air Fry Basket
- AVAILABLE COLORS:**  
White (W), Black (B),  
Fingerprint Resistant Stainless Steel (Z), or  
Fingerprint Resistant Black Stainless Steel (V)

**WEE745H0LZ**  
6.4 Cu. Ft. Capacity



**WEG745H0LZ**  
5.8 Cu. Ft. Capacity



- +** 7-in-1 Oven
- +** True Convection Cooking
- +** EZ-2-Lift™ Hinged Cast-Iron Grates (gas)
- +** FlexHeat™ Triple Radiant Element (electric)
- FlexHeat™ Dual Radiant Element (electric)
- SpeedHeat™ Burner (gas)
- Air Fry Mode
- Dishwasher-Safe Air Fry Basket
- AVAILABLE COLORS:**  
Fingerprint Resistant Stainless Steel (Z)