


THIS IS VIKING RANGE CORPORATION.








Professional Performance for the Home™



# VIKING RANGE HAS BECOME MUCH MORE THAN A RANGE.

From the introduction of our  flagship ranges to our cooking schools, Viking has become synonymous with  the epicurean lifestyle. It's a way of life –

 for our customers as well as our employees.

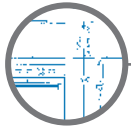
 We introduced professional cooking to the home in 1987, and  gourmets the world over rejoiced. So we added a  rangetop. Then a dishwasher. A refrigerator. Even a gas grill and complete outdoor kitchen to go with it. Along the way, we created our own culture

 of creativity and innovation. Now we're applying Viking perfection to new kitchen categories like cookware, cutlery, small appliances, and cabinetry. We've also produced an entirely new commercial line just for restaurants. And we're sharing our passion for authentic  flavors with cooking schools and culinary events.

Ranges. Refrigerators. Grills. Dishwashers. Ovens. Cooktops.  Cookware. Cutlery. Small appliances. Cooking schools. We settle for nothing less than  culinary perfection in everything we do. And every gourmet knows it.



INNOVATIONS REQUIRE INNOVATORS. AND EVERY SINGLE MEMBER OF THE VIKING TEAM FITS THE BILL. FROM THE BOARD ROOM TO THE PLANT FLOOR, EVERYONE SHARES THE VISION OF PERFECTION.



## the evolution of the viking kitchen

Necessity is the mother of invention. And lucky for invention, she's also a pretty good cook. Fred Carl, a fourth-generation building contractor, hit upon the idea of the Viking range in the 80s. In the midst of building his own home, he discovered the range he wanted didn't exist.

His wife, *Margaret*, cherished the heavy-duty performance and classic look of her mother's Chambers stove. But Chambers had long since ceased production. Fred considered installing an actual restaurant range in their new home. But he knew that a commercial range would be impractical, unwieldy, and unsafe for a domestic kitchen. So Fred took to the drawing board.



1981

FIRST CONCEPTUAL DRAWINGS ARE CREATED BY FRED CARL

1986

FIRST PROTOTYPE RANGE PRODUCED; RECEIVES AMERICAN GAS ASSOCIATION APPROVAL

1987

PRODUCTION BEGINS AND FIRST PRODUCTS SHIP

1989

PRODUCTION OF FIRST VIKING-MANUFACTURED RANGE IN GREENWOOD, MISSISSIPPI, FACILITY

1992-1996

PRODUCT LINE INCLUDES CONVECTION RANGES, DISHWASHERS, AND REFRIGERATION

After countless late nights, he finally arrived at a hybrid that corralled the cooking power and features of a professional range into a design feasible for home use. And he decided it was time for just such a product to be brought to market.

The only thing more unbelievable to Fred than the fact that a range like this didn't already exist was the reaction his idea received from the commercial range manufacturers he approached. "Who on earth would buy a range like this?" they all asked as they showed him the door. Fred finally persuaded a small company in southern California to produce the first Viking range for him.



1997

CE APPROVAL RECEIVED FOR EXPORT SALES TO EUROPE AND OTHER FOREIGN MARKETS; OUTDOOR PRODUCTS ADDED

1998-1999

PRODUCT LINE GROWS TO INCLUDE FIRST PROFESSIONAL-STYLE, SELF-CLEANING GAS RANGES, VENTILATION, AND WARMING DRAWERS; FIRST VIKING CULINARY ARTS CENTER OPENS

2000

DESIGNER SERIES INTRODUCED; GREENWOOD PRODUCTION OF REFRIGERATION PRODUCT LINE BEGINS

2002

WINE CELLARS AND SEALED BURNER GAS RANGE ADDED TO PRODUCT LINE; VIKING COOKWARE AND CUTLERY INTRODUCED



After two years of trial, error, and extensive testing, the first Viking ranges received American Gas Association certification in late 1986, and shipped in January 1987. Incredible consumer response quickly overwhelmed Fred's contract manufacturer. Who on earth would buy a Viking range, indeed?

Viking soon opened its own manufacturing plant in Greenwood, Mississippi, and realized there was room for professional performance in every corner of the kitchen. By the end of the decade, Viking would operate three manufacturing facilities in



2003

COMPANION RANGES AND MICROWAVE OVEN ARE INTRODUCED; BLENDER AND STAND MIXER BROUGHT TO MARKET

2004

OUTDOOR KITCHEN EXPANDS TO INCLUDE OVENS, VENTILATION, AND OUTDOOR RANGE

2005

INDUCTION COOKTOPS, ALL-REFRIGERATORS, AND ALL-FREEZERS INTRODUCED

2006

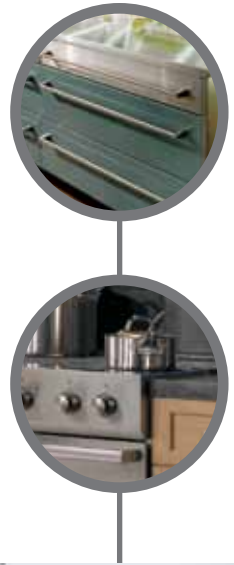
FREESTANDING REFRIGERATORS/FREEZERS, DESIGNER RANGETOPS, AND REFRIGERATED DRAWERS

2007

COMBI STEAM/CONVECT™ OVENS, PROFESSIONAL HIGH SPEED CONVECTION OVENS, AND INLINE VENTILATION INTRODUCED

Greenwood, and the Viking kitchen would grow to include built-in cooking, ventilation, refrigeration, cleanup, and outdoor products – and an entirely new appearance for professional performance with the Designer line.

Viking continues to branch out and improve upon more product categories, introducing cutlery, cookware, and small appliances – even outdoor stainless steel cabinets. But these aren't mere vanity items. They offer the same exceptional performance and craftsmanship people expect from the Viking brand. And that's what they'll always get from Viking. To that end, we've answered the demand for a truly premium commercial kitchen. Cooking isn't a necessity; it's a passion – for us and our customers. They won't settle for anything less than the best in the kitchen, and neither will we.



2008

CUSTOM RANGES, DRAWER MICRO™ OVEN, INTELLI-WASH DISHWASHERS, INDUCTION RANGE, AND VIKING COMMERCIAL INTRODUCED

2009

QUIET COOL™ REFRIGERATION, CUSTOM RANGETOPS, NEW GENERATION DESIGNER SERIES, AND CUSTOM RANGETOP INTRODUCED

2010

FREESTANDING FRENCH DOOR REFRIGERATOR/FREEZER WITH ICE AND WATER DISPENSER INTRODUCED, CUSTOM OPEN BURNER RANGE INTRODUCED



## our people & our community

Viking is a community within a community. And even though Viking products ship around the world, the company has always stayed true to its roots in Greenwood, Mississippi. The Viking range was dreamed up in Greenwood. And the people of Greenwood believed in it. Their encouragement and elbow grease have helped push Viking to where it is today. These are Viking people, and they are our greatest asset.

**In this town** of 18,000, located in the heart of the Mississippi Delta, people actually know their neighbors – next door and three streets over. They're accustomed to pulling together to get things done. And you'll encounter that same friendly attitude throughout Viking. Goals are shared and ideas encouraged on all levels. Problems are solved and successes celebrated. Together.

**The finest kitchen** in the world doesn't amount to much unless it's filled with your family and friends. Viking applies this same philosophy to our offices and factory floors.

**Wellness opportunities** are offered, and education is encouraged. Viking has partnered with local colleges to make it easier for our employees to earn degrees. We have also established training programs to teach specialized manufacturing skills. And supplemental training is readily available for employees eager to advance their position.

**We take great** pride in the fact that Viking has been named by the *Mississippi Business Journal* as one of the best places to work in Mississippi for five years in a row.

**Viking is also** a firm believer in community improvement. So we often sponsor an event or donate Viking products to a charity auction. But we also strongly encourage our people to get involved. Money helps, but nothing happens without time and heart. The American Heart Association Heart Walk, local United Way, March of Dimes, and American Cancer Society Relay for Life count among our worthy local endeavors.

**In the end**, Greenwood is more than where we work or where we live. It's who we are.

ROOTS MEAN A LOT IN A SMALL TOWN LIKE GREENWOOD. AND THEY MATTER JUST AS MUCH TO VIKING. THE VIKING RANGE WAS BORN HERE. AND THE HARDWORKING PEOPLE OF GREENWOOD HAVE HELPED KEEP THE COMPANY GROWING EVER SINCE.





## our products

Viking introduced professional cooking to the home when our first range shipped in 1987. Now that same exceptional performance extends into every corner of the kitchen – even the backyard. Refrigerators. Wine cellars. Dishwashers. Grills. Cookware. Cutlery. Small appliances. Stainless steel cabinets. It's enough to turn any cook into a chef.

When people think of Viking, the bold, commercial look of the Professional Series range is the image that most likely pops into their heads. Ultra-premium features like high-performance burners, convection baking, and infrared broiling easily handle everything from crème brûlée to rack of

lamb. The legendary Viking range is available in gas and electric models, as well as an array of sizes and finishes to fit any kitchen.

And for those who want professional performance without the professional look, there is the Designer Series. Clean lines and contours meld gracefully into cabinets with style, offering a striking new look for Viking. Fully equipped with outstanding features and power, this complete line of built-in products doesn't sacrifice any of the world-renowned Viking performance for fashion's sake. Haute couture meets haute cuisine.





Viking doesn't see the kitchen as a collection of products, but a complete cooking environment. Cooking isn't a chore – it's an art form. Everything must work together in form and function. Both the Professional and Designer lines deliver the ultimate in performance with a cohesive look for the kitchen. Each line offers a full range of products, so you don't have to resort to mixing and matching brands and styles – it's what we call Design Integrity™. The complete Viking kitchen is complete perfection.

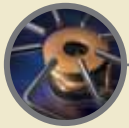
Although Viking is best known for our flagship ranges, we have brought the same level of culinary excellence to every product in the kitchen. Built-in products marry performance with convenience. And our ventilation systems offer the perfect complement to our cooking

products. Our assortment of refrigeration products ensures the practicing gourmet always has ample cold storage for fresh ingredients and refreshments. Cleanup products quietly tackle the post-party chores. And our outdoor kitchen raises the art of barbecuing to fantastic new heights.

Viking not only provides everything you need to cook on, but everything you need to cook with. Our cutlery and cookware are meticulously crafted to meet the standards of the world's finest chefs. And Viking small appliances manage to fit professional performance onto the countertop. When we say the complete Viking kitchen, we mean it. Completely.



FROM COOKING TO REFRIGERATION, AND EVERY TOOL IN BETWEEN – THE FULL VIKING PRODUCT LINE IS EVERY GOURMET'S DREAM. AND YOU CAN RELY ON VIKING DESIGN CONSISTENCY THROUGHOUT THE KITCHEN.



## viking commercial

The originator of professional performance for the home is now redefining performance for the professionals themselves. After years of meticulous research, design, and – most importantly – listening, we proudly introduced the Viking Commercial line in 2008.

**Designed from scratch** for the world's most demanding chefs, Viking Commercial delivers superior materials, exceptional features, and unrivaled reliability. But more importantly, it provides the freedom to cook with spontaneity. Every single feature and design element was born from conversations with chefs and restaurateurs. From full island suites to freestanding ranges, planchas, and salamanders – the full Viking Commercial line finally provides the performance they've been wishing for.

**Thanks to the modular design**, the full line works together seamlessly in any configuration. So each chef can customize their Viking Commercial kitchen around their personal cooking style and the flow of their line. Cooks can actually see each other and communicate. Pots and pans easily slide across cooking surfaces. Everything works harmoniously.

**And everything** works as it should. Knobs stay put. Oven doors stay shut. Food is cooked perfectly evenly. From the extra heavy-duty stainless steel to the industry's first 30,000 BTU sealed burner system, every aspect of Viking Commercial is built to work. And built to last.

**It all adds up to** a product line unrivaled in features, power, and style. And with a world of options and exclusive color finishes, the Viking Commercial kitchen dazzles chefs and diners, alike.

WHEN THOMAS KELLER OPENED BOUCHON, BEVERLY HILLS, HE FOUND THE PERFECT KITCHEN IN VIKING COMMERCIAL. THE CUSTOM OPTIONS COMBINED WITH EXCEPTIONAL PERFORMANCE AND RELIABILITY ENSURE EVERY NIGHT FLOWS SMOOTHLY.

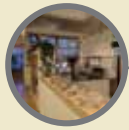


THIS FULL LINE OF UNIQUE EQUIPMENT INCLUDES EVERYTHING FROM FREESTANDING RANGES AND LINEUPS TO CUSTOM ISLAND SUITES.



CHEFS AND STUDENTS FROM AROUND THE WORLD COOK, TEACH, AND TRAIN AT THE CULINARY INSTITUTE OF AMERICA'S GREYSTONE CAMPUS. SO PERFORMANCE AND RELIABILITY ARE PARAMOUNT IN THE VIKING TEACHING KITCHEN.





## our facilities

As the Viking product line has grown, so has our floor space. Our corporate headquarters now occupies two blocks of Greenwood's beautifully restored historic Cotton Row. And we currently operate four manufacturing plants and a distribution center, with more than 800 employees on the local payroll. That's quite a stretch from the days of Fred and his small staff assembling a range in a converted warehouse. Today's facilities utilize state-of-the-art machinery, diagnostic checkpoints, and progressive production techniques to keep things running smoothly – on the line and in the kitchen.

**Viking's growth** has led to the revitalization of downtown Greenwood. It seems that with each corporate expansion, another historic building is restored. The Viking offices are now spread between 12 buildings, some of which are listed on the National Register of Historic Places. Several of the buildings have also received state and national historic preservation awards for

their meticulous renovations. The comfortable feel of the architecture is only fitting for the family atmosphere at Viking headquarters.

**Our production** facilities have also expanded over the years. Our cooking products plant now encompasses 230,000 square feet. Viking also manufactures its refrigeration and ventilation product lines in Greenwood. The 53,000-square-foot refrigeration plant sits next door to the cooking products facility. Our 95,000-square-foot ventilation plant is located a little further down the road, conveniently adjacent to our 80,000-square-foot distribution center. The 45,000-square-foot Product Support Center and Reliability Lab Testing Center was opened in July 2006, and in March of 2008, we dedicated our 87,000 square-foot dishwasher plant. The Viking spirit of self-sufficiency keeps all these facilities in Greenwood. And dedication to innovation ensures that they will continue to expand.



WITH A VERANDA OVERLOOKING THE YAZOO RIVER, VIKING CORPORATE HEADQUARTERS IS THE EMBODIMENT OF SOUTHERN HOSPITALITY. AND THE ACCURATELY RESTORED ARCHITECTURE LENDS EVEN MORE CHARMING PERSONALITY.

NESTLED IN THE HEART OF THE FABLED MISSISSIPPI DELTA, VIKING THRIVES ON A LEGACY OF HOSPITALITY. FROM THE RECIPES TO THE MUSIC TO THE HISTORIC ARCHITECTURE, THE RICH CULTURE FINDS ITS WAY INTO EVERY ASPECT OF LIFE – AND EVERY PERSON IN GREENWOOD.





## the viking production system

A range and refrigerator seem like a perfect fit in the kitchen. But beneath the stainless exterior, they don't really have much in common. So to keep up with the ever-expanding product line, Viking's production system has had to evolve quite rapidly – mechanically and philosophically.

**Adaptability and** efficiency don't usually walk hand-in-hand in the traditional manufacturing world. Once the dies are cast and the machines programmed, it takes major re-tooling and re-investment to switch gears. It was clear from

the beginning that Viking wasn't a traditional company. Quite the contrary, it thrived on change and innovation. The manufacturing process had to remain nimble enough to respond to the never-ending brainstorm.

**After experimenting** with several Japanese manufacturing techniques, Viking found a like-minded company across the Pacific Ocean – Toyota. When it was a small upstart in the giant automotive industry, Toyota leveled the playing field with its incredibly efficient "just-in-time"



WHEN YOU STRIVE FOR PERFECTION, THERE IS ALWAYS ROOM FOR IMPROVEMENT. SUGGESTIONS ARE ENCOURAGED – AND EXPECTED – FROM EVERY VIKING EMPLOYEE.

method of production and inventory control. The world-renowned Toyota Production System concerns itself just as much with the mentality as the mechanics of production. They sum it up with the word "kaizen," which translates into "continuous improvement."

Toyota was gracious enough to share its TPS concepts with Viking. After several years of study and preparation, Viking launched its own Toyota-inspired Viking Production System. Production is set up so that if there is a problem,

everyone on the line is instantly aware. And the problem is instantly solved on the plant floor. An essential facet of TPS is that problem-solving involves everyone. The plant managers work on the floor and stay in tune with what's happening on the line. Every worker is challenged as a crucial member of the team. And everyone works toward the same goals of quality, efficiency, and safety. Production is streamlined on a daily basis, resulting in fewer errors, more efficient run times, improved allocation of human resources, less scrap, and less energy consumption.



THE VIKING DESIGN TEAM FINE TUNES THE AESTHETICS OF EVERYTHING FROM PRODUCT DEVELOPMENT TO INTERIOR DESIGN.



## viking design center

It takes more than just a great chef to make a kitchen work. You need a great designer. The employees who work in Viking Design, the company's in-house design studio, are the architects of the Viking product line. Their sketches and specs ensure design consistency across the board. Every Viking product looks like a Viking – and works like a Viking.

Each new product is born from months of research, development, and modeling at the hands of the design team. Prototypes are tirelessly tested for human interface and ease of use. Then once a product is deemed worthy of the Viking logo, the graphic designers create the product graphics, packaging, and support materials.



THE VIKING DESIGN CENTER ENSURES ALL PRODUCTS IN DEVELOPMENT MEET THE METICULOUS STANDARDS OF THE VIKING BRAND WITH TIRELESS HOURS OF PROTOTYPING AND TESTING.

The Viking Design Center is responsible for the layout of all Viking offices and public spaces. Viking has a style all its own, and it applies to anything bearing the Viking name. The complete Viking kitchen includes everything from the box to the knobs to the facilities they came from.





THE VIKING HOSPITALITY GROUP COUPLES THE HISTORIC HOSPITALITY OF THE DELTA WITH COSMOPOLITAN AMENITIES AND INNOVATIVE CULINARY CREATIONS.



— viking hospitality group



VIKING HAS BEEN RECOGNIZED BY THE MISSISSIPPI HERITAGE TRUST FOR THE REVITALIZATION OF HISTORIC BUILDINGS IN DOWNTOWN GREENWOOD AND FOR SAVING ONE OF MISSISSIPPI'S MOST ENDANGERED HISTORIC PLACES – THE HOTEL IRVING, NOW KNOWN AS THE ALLUVIAN HOTEL.

What has come to be known as the Viking lifestyle encompasses much more than the kitchen. So the Viking Hospitality Group was created to promote and savor the finer things – and just plain good things – in life. Comprised of The Alluvian Hotel, The Alluvian Spa, Giardina’s Restaurant, and The Viking Cooking School, the group delivers exquisitely genuine Southern hospitality.

[The Alluvian Hotel](#) is a surprisingly cosmopolitan luxury boutique hotel. So surprising it was named to the 2004 *Condé Nast Traveler* “Hot List” and in 2009, dubbed as one of 2010’s best hotels in the world in the same publication’s 16th Annual “Gold List.” Once inside the historic structure, the only hints of geography are the work of Southern artists and a spectacular Southern breakfast. The Alluvian Spa pampers guests even further with saunas, scrubs, and massages.

[The adjoining Giardina’s Restaurant](#) treats visitors to the tastes of fine Southern dining. A legendary institution, Giardina’s offers a well-tested menu dating from 1936. In addition to the steaks and seafood enjoyed by generations in the Delta, Giardina’s kitchen continues to innovate Southern cuisine with the chef’s nightly off-the-menu creations.

[The Viking Hospitality Group](#) satisfies all this luxurious inspiration with the Viking Cooking School. Weekly classes cover everything from knife skills to party menus to children’s cooking classes. And special culinary weekends featuring renowned guest chefs transform downtown Greenwood into a culinary mecca. A full curriculum combines down-home Southern culture with epicurean expertise for a one-of-a-kind Delta experience.

VIKING RANGE CORPORATION has a longstanding commitment to our people, community, and world. Our decision to set up shop (and, more importantly, keep shop) in Greenwood, Mississippi, is a testament to the value of our roots. As an employer, we make a point of taking care of our people well – as evidenced by one of the highest retention rates in the country. Our growth has also led the revitalization and historical preservation of downtown Greenwood.

As for our commitment to the world at large, Viking practices low-impact manufacturing and offers many environmentally friendly kitchen options. We protect the environment surrounding our factories with a cleaning process free of hazardous wastes. We recycle 100% of our cardboard packaging, and in 2007 we recycled 4.6 million pounds of steel and iron – much of which was reused in our own products.

All Viking refrigeration products eliminate harmful emissions by reclaiming and recycling their refrigerant. All of our ovens feature convection cooking, which reduces energy consumption by 20% on average. And our induction cooktops utilize magnetic power, which offers over 90% energy efficiency.

In the end, cooking is all about sharing. And Viking Range Corporation is dedicated to sharing our community, culture, and planet.



VIKING RANGE CORPORATION

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