

# THE EDGE



## SETTING A HIGHER STANDARD



vikingrange.com

**New Viking Custom Series ranges provide an option for every lifestyle.**

In 1987, Viking Range Corporation invented professional-style cooking for the home. The revolutionary Viking range brought professional performance into residential kitchens, with an aesthetic that complemented high-end décor. A single range changed the industry and created an entirely new category — one that Viking continues to lead through a constant commitment to innovation.

Viking is once again raising the bar for culinary performance in the home, introducing a new series of ranges: the Custom Series. The Custom Series offers new design elements while maintaining the renowned Viking professional-type cooking

performance. The Custom Series adds to the stellar line-up of Viking range options, and joins the Classic Series of products.

The Custom Series introduces a host of new engineering features that will delight the chef in every luxury homeowner. The new ranges look as great as they perform. The “Viking look” has undergone a subtle — and stunning — design evolution, yet the sleek, contemporary lines of the Custom Series are still undoubtedly Viking ranges.

“Maintaining design continuity is a responsibility of owning a luxury brand. Take a luxury brand like Mercedes, for example. Engineers regularly make improvements and design changes to their cars.

continued >



**FEATURED DESIGNER THINKS NO SWIMMING POOL IS COMPLETE WITHOUT A VIKING OUTDOOR KITCHEN:  
Page 4**



FEATURING **APPLE RED** FROM THE VIKING “RANGE” OF COLORS ■

They have completely different model lines, like the E Class and the S Class. But whatever Mercedes you are driving, people always know you are driving a Mercedes," says Sue Bailey, Viking Range Corporation Manager, Product Development. "It is like that with our new products. People will always know you care enough to have a Viking range in your kitchen."



**The Viking Custom Series begins shipping with stainless steel die-cast knobs with chrome bezels. Four additional knob finishes will also be available — black, red, brushed brass and white.**

## The Viking Custom Series

If the Classic Series might be compared to the Mercedes E Class, the Custom Series might be compared to the Mercedes S Class. It's an evolution of the classic Viking look, with softer and sleeker lines, designed as a blend of traditional and contemporary styling. In addition to the design evolution, the Viking Custom Series is a new product from the ground up, with a variety of options for the luxury homeowner. The Custom Series provides an unprecedented degree of choice tailored to every taste.

### The innovations of the Viking Custom Series include:

- Integrated one-piece landing ledge and control panel that are fully welded and finished.
- Laser-etched control panel graphics.
- Stainless steel die-cast knobs with chrome bezels, four additional knob colors will also be available — black, red, brushed brass and white.
- Sleeker grate styling.
- Full-width door with larger oven window.
- Black sealed burner bases.
- Full-width, restyled, larger diameter door handles and endcaps.
- Larger diameter legs.
- An 8"H. backguard with cast endcaps (island trim and high shelf are also available).
- Easily removable single-piece control panel and lower kick panel for convenient from-the-front servicing.

### Among the available engineering options are:

- Four 15,000 BTU burners with new SureSpark™ ignition system.
- VSH™ (Vari-Simmer-to-High) pro sealed burner system.
- Self-cleaning oven (VDSC, VESC and VGSC models).

- Gourmet Glo™ glass-enclosed (VDSC/VESC) oven broiler.
- Three halogen oven lights.
- Rapid Ready™ oven preheat.
- High performance Vari-Speed Dual Flow™ oven convection system with the industry's largest 8½" bi-directional fan (VDSC/VESC).
- Largest overall oven capacity (VDSC) available (30"W. range, 4.7 cubic feet, and 36"W. range, 5.6 cubic feet).
- TruGlide™ full extension oven rack.
- Concealed 10-pass dual bake element (VDSC/VESC).

## Expanded Custom Series product offerings provide more choices than ever

In gas ranges, the 30", 36" and 48"W. are now joined by 30", 36" and 48"W. gas self-clean ranges, offering consumers more options for their gas cooking needs than ever before.

Homeowners who prefer the flexibility of dual fuel ranges may choose from 30", 36", 48" and now 60"W. ranges. These Custom Series ranges maintain Viking brand leadership position among ultra-premium appliances.

The electric range also features a sleek new look and enhanced functionality features of the Custom Series. The new Viking Custom Electric 30"W. Range features QuickCook™ surface elements which utilize ribbon element technology and a strong, wear-resistant glass ceramic top that makes for easy cleanup if spills occur.

A whole new world of color awaits the homeowner as well. In addition to the color options for the knobs, noted previously, every

Custom Series range is available in any of the 24 exclusive new Viking finishes.

### Custom solutions for discerning luxury homeowners

"We have listened to our customers," says Bailey. "Whether you are talking about luxury automobiles or luxury kitchens, it's clear that discerning buyers define themselves through their choices, and they want as much choice as possible. That is what the Viking Custom Series is all about. The range sets a new standard. It offers unprecedented choice and style for the discerning consumer. Choosing a Viking Custom Series range makes a statement."

### The Viking Classic Series

The Classic Series maintains the iconic Viking look. The look that transformed the entire industry with its commercial performance and appeal of a restaurant range for the home now also features extensive enhancements.

The Classic Series has been updated while retaining its strong Viking identity and its professional roots. All aspects of the appearance — the knobs, grates, louvers and handles — reinforce the classic Viking design, which recognizably evoke a heritage from professional kitchens everywhere.

The Classic Series is complemented by numerous engineering enhancements designed to meet the needs of the most demanding home chef. The refinements are based on Viking owner feedback, constant engineering research and development, and are designed to improve the cooking experience in the high-end home kitchen.

The new features of the Classic Series of ranges include:

- New SureSpark™ ignition system for gas surface burners provides a more reliable and consistent spark ignition, while also providing a built-in safety feature and longer life cycles.
- Electronic oven thermostat replaces the mechanical oven thermostat, providing more precise temperature control and

rapid response to temperature adjustment.

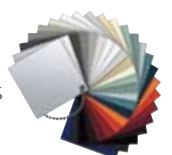
- Single-piece oven cavity contains fewer parts for more efficient manufacturing assembly, superior heat containment and a more refined interior.
- Halogen lights provide better visibility within the oven cavity without harsh glare.
- Heavy duty, commercial-style door hinge system allows for better alignment, easier door adjustments and improved long-term reliability.

"The Classic Series is everything people traditionally looked for in a Viking range, and so much more," says Bailey. "You could say that an icon has been reborn."



Custom Series 30"W. Dual Fuel Range

■ FEATURING **APPLE RED** FROM THE VIKING "RANGE" OF COLORS







# Brian Zars

Demonstrating to San Antonio that a swimming pool is simply not complete without a Viking outdoor kitchen.

For Brian Zars, designing and installing outdoor kitchens filled with Viking products is not just a job, it's a calling. He is a passionate advocate for both the benefits of outdoor living spaces and the quality and versatility of Viking products. Zars had to leave home for a while to discover his calling.

After attending college, Zars began selling custom swimming pools for his father's company in San Antonio, Texas: Keith Zars Pools. "I kept looking for a way to carve out my own niche," he says. He found that niche when he left Texas to work for a Palm Desert, California pool company and noticed that outdoor kitchens were very popular in

the sunny resort haven.

"San Antonio is a family-oriented city, so I knew that outdoor kitchens would fit in well with the kinds of projects my father's swimming pool company was designing and building," says Zars. "I also knew when I returned home to Texas that I wanted to focus on one high-end outdoor kitchen line that I could believe in and stand behind. That was Viking," he says. "Viking offered not only high-quality products, but they were made in the USA and the depth of the product line was extraordinary."

Back at home in Texas, Zars started seeing Viking everywhere. "What got me into Viking was television's Food Network," he explains. Emeril, Bobby Flay, and Alton Brown all had Viking kitchens — and so did some of Zars' friends in Texas who were professional chefs.

"Custom homes are very big in San Antonio and Keith Zars Pools is a custom pool builder. Thus, we've discovered that a lot of people

installing pools and spas are also looking for custom outdoor kitchens," says Zars.

## Visual aspects are important in the design of outdoor kitchens

"You can swim in any pool, but for our customers the visual aspects of the pool design are very important," says Zars. "The same is true for outdoor kitchens, he explains. Viking is both high-tech and visually stunning."

For two recent custom home projects, Zars designed outdoor kitchens that are both functional and aesthetically pleasing in the way they incorporate existing elements.

The outdoor kitchen incorporated into the pool and spa area of the colonial-style house, shown below, featured a 53"W. Viking E-Series gas grill with double side burners and a 24"W. undercounter refrigerated beverage center, and its design mimics the red brick used in the spa area and around the pool.

### OUTDOOR APPLIANCES

- 53"W. E-Series Ultra-Premium Gas Grill with TruSear™ Infrared Burner
- 36"W. Electric Warming Drawer
- 53"W. Grill Base with Warming Drawer Access
- 24"W. Combination Beverage Center/Icemaker Single Access Door





The outdoor kitchen for the Texas Hill Country-style house, shown above, features a 41"W. Viking E-Series grill and a 24"W. undercounter beverage dispenser. The kitchen incorporates subtle elevation changes, Langtry Stone from West Texas, and a striking backdrop of Texas native live oak trees.

Zars says although the year-round pools in San Antonio may be a bit too cold to swim in during some months, families can dine outside all year. That is why he is pleased Viking offers grills with halogen lights. "When the days get shorter, people may be cooking when the sun goes down, but the halogen lights allow them to see what they're cooking without having to shine a flashlight on the grill," he explains.

### Outdoor kitchens promote healthy lifestyles

In addition to increasing property values, Zars says outdoor kitchens help promote a healthy lifestyle. He suggests that having an

outdoor kitchen creates opportunities for parents to let their children play outside in the fresh air, instead of being focused on computer games and television. He also says vegetables retain more nutrients if they're grilled rather than boiled or steamed, noting that, "kids really like the flavor of grilled vegetables, too."

"Cooking outdoors also provides a great form of creative release," says Zars. "Especially if you know how to use all the features a Viking grill provides. A lot of people are attracted to Viking products because of the name and the way the products look. In addition there are lots of ways to grow and learn when you own Viking products," he says.

Zars has three outdoor swimming pools and two outdoor kitchens at his sales office and showroom, which is an old house on 12 acres of land with a lot of natural live oaks, a pond with swans, and visits from deer. Several times a year he invites his customers there to attend parties where they learn to

### OUTDOOR APPLIANCES

- 41"W. E-Series Ultra-Premium Gas Grill
- 36"W. Electric Warming Drawer
- 41"W. Grill Base with Warming Drawer Access
- 24"W. Undercounter Refrigerated Beverage Dispenser

cook on Viking products alongside professional chefs.

Chef Scotty Campbell from the Milestone Culinary Arts Center and Viking Cooking School in Dallas has been a frequent guest chef at these events. Chef Damian Watel of San Antonio's Vatel Restaurant Group has also participated.

Zars expects to host many more grilling parties and is currently adding another outdoor kitchen to his showroom. "I plan to focus on Viking kitchens and making this business grow," says the enthusiastic designer who's discovered his calling. To see more of their work go to [www.keithzarspools.com](http://www.keithzarspools.com).







In the same way that Viking outdoor gas grills have revolutionized the outdoor kitchen, Viking Range Corporation has brought a new level of performance to one of the great pleasures of eating outdoors — the unique tastes and flavors of cooking with charcoal. The Viking C4 Cooker (Charcoal Ceramic Cooking Capsule) provides a level of professional control that would make any chef proud, with precision temperature control,



## CHARCOAL GOES PRO WITH THE C4 COOKER

Elliptical™ airflow and a ceramic interior that provides maximum heat retention for faster cooking times.

There's an option for every need, ranging from the stand-alone cart to a cart with double side burners. The C4 Cooker reduces cooking times, with a short preheat time and intense heat that sizzles thick, juicy steaks, seafood or vegetables.

### All the control a chef could want

Maintain heat with the canopy thermometer that gives approximate readings from 150-750 degrees Fahrenheit. Top and bottom dampers allow regulation of airflow for precise temperature control. The natural Elliptical airflow of the unit circulates the heat and locks in charcoal flavor. You can spend more time creating and less time cleaning with a removable porcelain grate that has a virtual non-stick surface. And you will be cooking in style — durable 18-gauge spun stainless steel construction and commercial-type construction ensures you will look like a pro while creating those perfect meals.

## SUPPORTING DIFFA'S DINING BY DESIGN

For the second year in a row, Viking Range Corporation showed its support for the Design Industries Foundation Fighting AIDS' (DIFFA) Dining by Design event in New York City. For more than 10 years, Dining by Design has provided a showcase for companies to sponsor professionally designed three-dimensional dining areas that represent the look and feel of their brand.

Dining by Design, which has raised more than \$12 million for DIFFA, featured awe-inspiring dining installations by design luminaries such as Vivienne Tam for HP — along

with 2007 Viking Featured Designer Nicole Sassaman, who designed the Viking installation. Each of the almost 40 designers/sponsors received a dining space measuring 11' x 11'. Within these constraints, and using furniture from West Elm, Sassaman created an intimate and inviting space.

Dining by Design is another example of how Viking continues to strengthen its already strong allegiance to designers, architects and home décor trend experts — as is the annual Designers of Distinction recognition. To see Sassaman's winning design, go to

VikingFeaturedDesigner.com and check the Winter, 2008 issue of *The Edge* — and submit your own entry, if you haven't already.



**Jim Gregory, Viking Range Corporation Director, Design Relations, presented the 2007 Viking Featured Designer Award to Nicole Sassaman, who designed the Viking space at the 2008 Dining by Design event in New York.**

## DOWNLOAD DESIGN SOFTWARE SYMBOLS

Computer-aided design (CAD) has revolutionized interior design. It is now possible to show your clients professional renderings that show just what their exciting new Viking kitchen will look like — and to try “what if?” scenarios with different options. The realism is increased by downloading and using the software symbols for individual products. Viking Design Software Symbols provide powerful supplemental tools for designing kitchens for yourself or your clients.

Individual CAD symbols in 2D and 3D formats (including front, side, and top views) may be used in depictions by designers and architects using AutoCAD and various other software applications.

Users of 20-20 Design software can also provide clients with compelling, realistic 3D renderings of their planned Viking kitchen layouts using the 20-20 Viking Product Catalog. To download and view the 20-20 Viking Product Catalog, a designer or architect must be a registered user of 20-20 Design and utilize Version 6.4 or higher.

To download CAD symbols or the 20-20 Viking Product Catalog, go to [VikingFeaturedDesigner.com](http://VikingFeaturedDesigner.com) and click on Design Resources on the left, and then click through to Design Software Symbols.



## INTERESTED IN A LUXURY VACATION FOR TWO?

To be considered, go to [VikingFeaturedDesigner.com](http://VikingFeaturedDesigner.com)

There has never been a better time to design a kitchen and specify Viking products for your clients or to work with clients who decided on Viking on their own. Kitchen designers, interior designers, and architects have embraced Viking for years, and surrounded by great design, the products look even more stunning than ever.

Designers can benefit professionally from their relationship with Viking, as well. Designers can receive national exposure and recognition for their Viking projects, thanks to the Viking Range Corporation Web site, [VikingFeaturedDesigner.com](http://VikingFeaturedDesigner.com), as well as through the company's national design newsletter, *The Edge*. The Featured Designer of the year also receives additional honors — as well as a luxury vacation for two.

As a leader in the industry, Viking created the Designers of Distinction design contest to showcase the accomplishments of the leading design professionals. Here's how to get similar national recognition for your work:

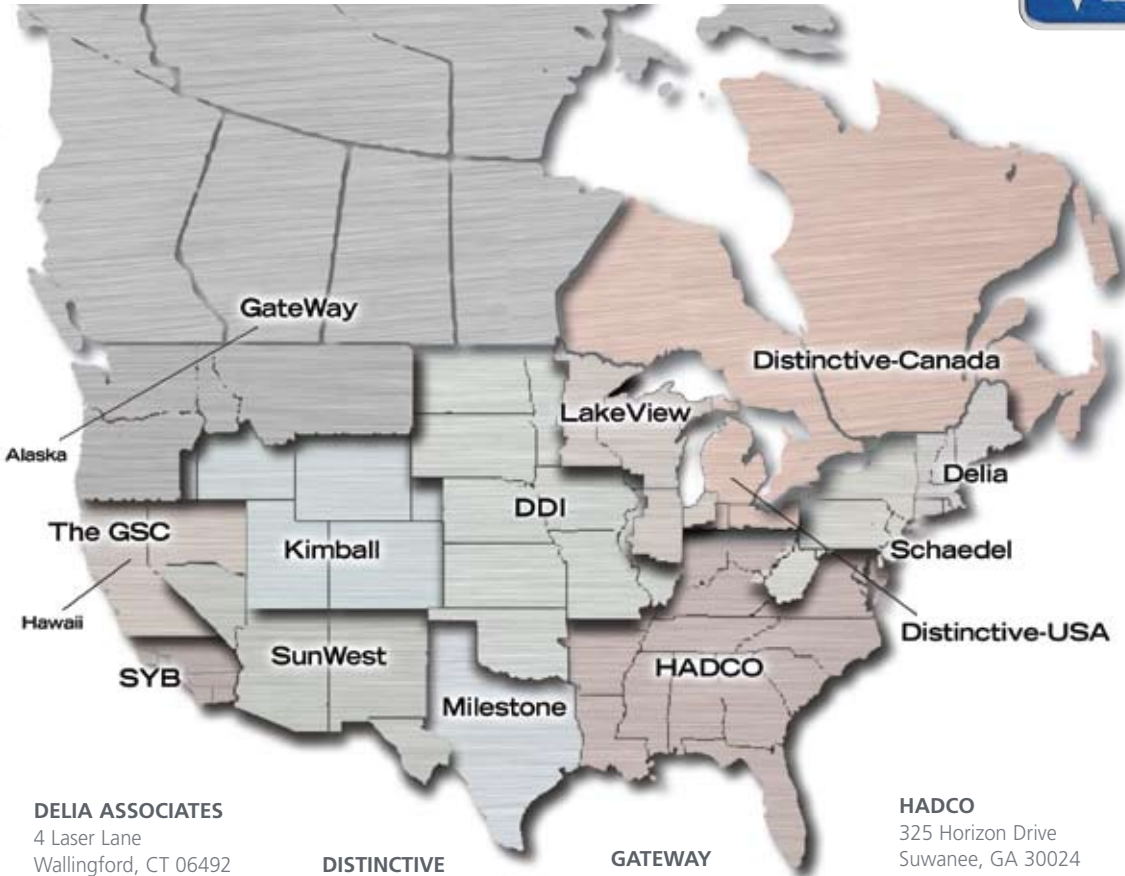
- Register at [VikingFeaturedDesigner.com](http://VikingFeaturedDesigner.com) for monthly prize drawings of Viking culinary products.
- Submit your Viking kitchen photos to be placed on the online Designer Gallery for national exposure of your work.
- Visit often. Every quarter, a new Viking Featured Designer will be named. Their Viking kitchen will be showcased on the Viking Web site, along with the designer's credentials and biography.
- The Annual Featured Designer will be selected from all photo entries and will win a luxury vacation for two.
- Each Featured Designer will be featured in the Viking newsletter for design professionals, *The Edge*.

Take this step to advance your career by applying to become a Viking Featured Designer.

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