

# THE EDGE



## DINING AL FRESCO



VikingRange.com

WITH THE INTRODUCTION OF STAINLESS STEEL CABINETRY, VIKING OFFERS THE MOST COMPLETE OUTDOOR PRODUCTS LINEUP IN THE INDUSTRY

When it comes to kitchen design, the newest thing under the sun is, literally, the sun, as today's kitchens take to the great outdoors in ever-increasing numbers. The outdoor flavors, the experience of enjoying food hot off the grill, the fresh air environment — these all create a unique experience that consumers not only desire, but also are willing to invest in. And, while a simple barbeque grill may once have sufficed, today's outdoor cooking centers now are complete outdoor kitchens.

"Outdoor areas like gardens and patios are now often considered rooms of the house. Since cooking and entertaining are such popular indoor activities, consumers are making the natural transition to doing

these activities outdoors," says Sue Bailey, Viking Range Corporation manager of product development, major appliances. "Viking has noticed a jump in the popularity of not only outdoor grills, but also full outdoor kitchens."

Viking gives consumers every advantage of a professional-style kitchen in an outdoor setting. The company manufactures more than 100 variations of outdoor kitchen products — including a recently introduced line of Viking-manufactured stainless steel outdoor cabinets. Viking customers now have the ability to prepare and serve an entire meal outdoors without endless trips back into the home.



**PAGE 4: DESIGN MAGIC IN LAS VEGAS FEATURES VIKING OUTDOOR APPLIANCES**



“We are getting feedback from designers that their clients enjoy outdoor kitchens for entertaining or just a good wind-down from daily stresses,” says Jim Gregory, manager of design relations, Viking. “Consumers love the option to customize their outdoor kitchens based on their lifestyles — whether for whipping up cocktails at a Viking refreshment center or baking in an outdoor gas oven. People are spending more and more time outside.”



**The growing outdoor kitchen trend**

While outdoor kitchens were once exclusively the purview of those lucky enough to be living in climates that remain warm year-round, patio heaters, rolling carts, modular cooking islands, weather-proof materials and other innovations have made the outdoor kitchen more appealing to even those who live in cold weather climates.

- Today's outdoor kitchen contains all the amenities of its indoor counterpart and therefore provides great opportunities for kitchen designers looking to expand into uncharted yet wonderfully familiar territory.
- The backyard really is the new frontier of the home, and rooms like the kitchen are moving outdoors.
- Today's upscale indoor kitchen is already a social center for entertaining. The outdoor kitchen is a natural extension of this trend. Plus, the smell of something on the grill is irresistible.
- The growing focus on the home among affluent consumers, which has also led to greater interest in gardening, gourmet cooking and entertaining, is a major factor driving the outdoor kitchen trend.



24"W. Built-in Gas TruSear™ Infrared Griller VGIB242T-SS

24"W. Undercounter Refrigerated Beverage Dispenser VUBD140TR-SS

30"W. Outdoor Electric Smoker Oven VEOS100T-SS

53"W. Grill /Outdoor Range Cart w/Oven VGBQ532-3RT-SS/BQCO53T1-SS

20"W. C<sup>4</sup>™ Outdoor Cooker w/Cart VCQS001-SS/QSC200-SS



- Some of the most desirable recipes are a natural fit with outdoor cooking. Smoking, grilling or cooking with flavored chips all produce great flavors outdoors. In addition, the BTUs are higher.
- The outdoor kitchen, like the one inside, also makes a style statement. Moving on from the ultra-premium kitchen, upscale consumers have begun looking for the next step. That's the outdoor kitchen.

#### **Viking continues to expand outdoor product line**

Viking offers the most complete product line in the industry, from stainless steel outdoor cabinets to outdoor ovens, burners and grills. They are on the same professional qual-

ity level as the Viking ultra-premium indoor products. Viking continues to expand its line-up of premium outdoor cooking products, giving consumers every advantage of an indoor kitchen in an outdoor setting.

In addition to gas grills, Viking offers warming drawers, side burners, wok cookers, TruSear™ infrared grillers, gas ovens, electric smoker ovens and C<sup>4</sup>™ outdoor cookers to help prepare and serve the perfect meal outdoors. For semi-enclosed spaces, Viking outdoor ventilation works to keep the fresh air fresh.

The outdoor 15" and 24" wide built-in gas TruSear infrared grillers are similar to the TruSear burner found in the Viking T-Series grills but can be purchased separately and installed independently in any outdoor setting.

To make sure your favorite beverage stays at the perfect temperature, Viking has a full line of outdoor refrigerated storage and dispensers including refrigerated beverage centers, an ice machine, a combination refrigerated beverage center/ice maker and beverage dispenser. For organizing and mixing beverages, Viking offers refreshment centers in built-in and portable models.

Tying the entire outdoor kitchen together is easy with Viking outdoor cabinetry. Viking stainless steel cabinets provide additional storage space to minimize trips inside the house, as well as the opportunity to customize outdoor kitchens to their exact needs without compromising design integrity.

# Damon Lang



## Creates outdoor magic in a tiny space for the Food Network's All-Star Kitchen Makeover with Bobby Flay

When David Gomez, a Broadway dancer, and Pamela Stivers, his jazz-singing fiancée, left New York City for a new start in Las Vegas, they hit the jackpot when they won Food Network's All-Star Kitchen Makeover with Bobby Flay for their home. The show hired designer and landscape contractor Damon Lang to transform the tiny backyard area and create a complete outdoor kitchen. Damon, a New York native with a culinary arts background, used Viking outdoor appliances in his transformation.

### Rising to the challenge

Damon was asked to transform what was a small backyard dominated by an existing swimming pool. Space was a major factor, as was functionality.

"We were asked to create a complete outdoor kitchen so the owners could cook and entertain outdoors without ever having to go inside," says Damon. "Space was tight. We were working in a 12' x 32' area between the house and the pool. It was challenging to design a traffic flow so that people wouldn't

accidentally fall in the pool."

It's no surprise that after meeting with the show's producers, Damon planned this outdoor kitchen around Viking appliances. As someone creating upscale outdoor living environments, he values the quality and style they bring to any project. As a former culinary professional, he has personally experienced the control the Viking gas range and oven give the cook — indoors or outdoors. The centerpiece of the project is the 53" wide Viking outdoor range with side burners, a gas oven and an infrared rotisserie. He also specified a 24" wide Viking undercounter freestanding refrigerated beverage center, as well as a 41" wide Viking outdoor refreshment center, with cold water sink and professional style faucet.

A proper work space is essential to any great grilling setup, but often overlooked by cooks. People tend to forget they'll need a place to put the food after it has finished cooking. That's why the work space in the project is so essential.

An outdoor fireplace keeps dishes warm while finishing up others. A swim-up bar adds functionality and a visual center of interest to the pool. An aluminum lattice roof is both open and provides relief from the relentless Las Vegas sun. Since the view over the patio walls is lacking in greenery, a *trompe l'oeil* mural helps to warm up the space with bright, vibrant colors. Magnolia trees, Carolina laurel cherries, climbing vines, cooking herbs, and other plants were also







## TUNING IN TO WHAT HOMEOWNERS WANT

**NEW SURVEY MEASURES CONSUMER ATTITUDES ABOUT KITCHEN DESIGN. FOR DESIGNERS, THE TAKEAWAY IS THAT CONSUMERS ARE LOOKING FOR LUXURY AT EVERY PRICE POINT.**

We're spending more time in our kitchens. The more they become social centers, the more we tend to expect.

Here's an example: granite countertops, high-end cabinetry, professional-grade stainless-steel appliances, a decorative tile backsplash, an elaborate blend of ambient and task lighting fixtures — a spectacularly functional and attractive family living space that looks and feels luxurious.

Years ago, this type of kitchen would have exclusively been the province of wealthy, well-heeled consumers. But

today, more than in any other room in the house, homeowners of all incomes are spending more on their kitchens. Even those consumers operating within smaller budgets are making trade-offs, going to lower-grade products in some categories in order to pay for one or two high-impact luxury finishes or appliances.

This is in line with the results of a new survey conducted on behalf of *Cygnus Business Media's Qualified Remodeler* magazine by Renovation Experts Inc., a company that connects contractors with customers via its

www.renovationexperts.com Web site. Late last year, 507 consumers who had recently built or remodeled their homes were asked about the choices they made for their kitchens. Stainless-steel appliances, sophisticated lighting arrangements, and granite countertops were high on their various lists of must-haves.

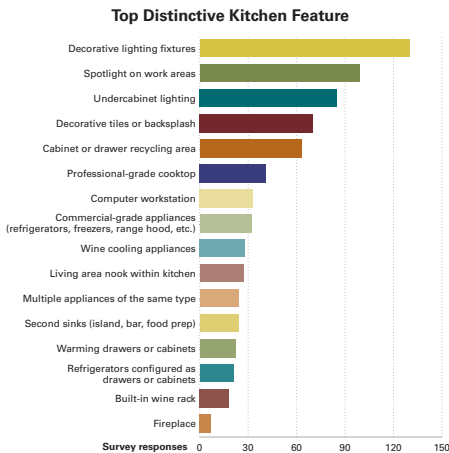
### The design and remodeling process

The survey confirmed what many designers already know: Referral or word-of-mouth topped the selection criteria, well ahead of price and design ideas.

What motivated homeowners to remodel their kitchens? Updating appliances and finishes topped the list, with space considerations showing up farther down the list.

The survey delved further into consumers' opinions about the kitchen design and remodeling process. Consumers say they touch base with three or four contractors before they make a decision about which to use. And, for the most part, consumers are satisfied with the end result. On a scale of 1 to 10, with 10 representing the best score, consumers gave relatively high marks for overall satisfaction with an average score of 7.54.

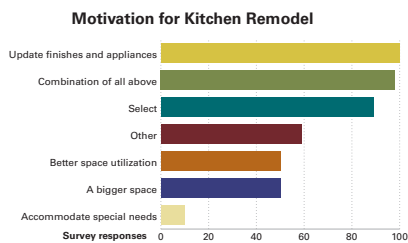
In fact, the only sure way to derail a relationship with a consumer is to consistently delay delivery of the finished product. Of the 185 respondents who said they had experienced problems during the design and construction of their kitchens, 78 traced the problem to "unanticipated delays."



Lighting proved to be a strong kitchen "must-have" among consumers.



Of 507 consumers who recently remodeled their kitchens, nearly 100 say they rely on referrals to select their kitchen contractor.



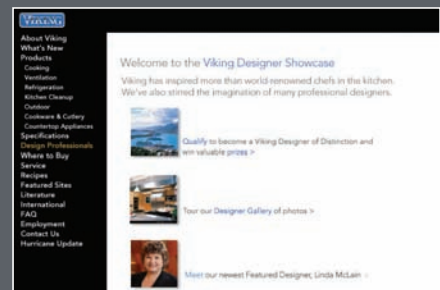
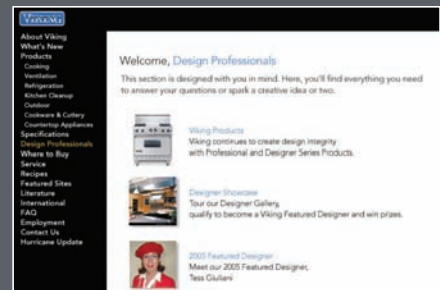
Consumers are motivated to remodel their kitchen by a combination of factors: more space and updated looks/functionality.

# CALLING ALL DESIGN PROFESSIONALS

If you haven't already, you really ought to bookmark [VikingRange.com](http://VikingRange.com), click on the Design Professionals link and make that your design home on the internet.

You'll find a host of features geared to your needs and interests. The main page features links to Viking products, the Designer Showcase, and a profile of the 2005 Featured Designer. Did you misplace your last issue of *THE EDGE* newsletter? You'll find a complete set of back issues available for easy downloading in PDF format. Other links connect you to product specifications, color palettes, dealer and service locators, as well as a screen to request literature.

Come back often to check out news updates and other new features. And don't forget — this is the place to register for a chance to become a Viking Designer of Distinction. The quarterly featured designer profiled in these pages could be you. This is the place to start.



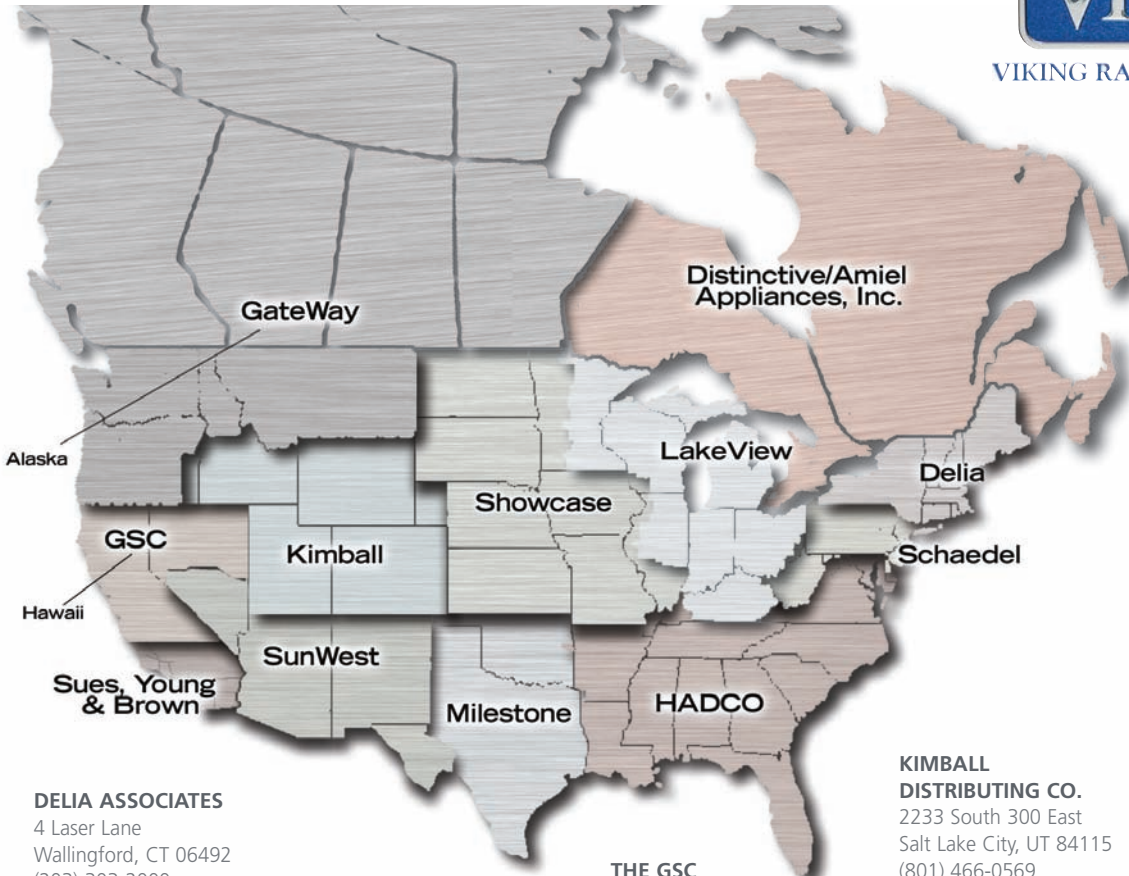
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