

THE EDGE

DESIGN AND PERFORMANCE ENHANCEMENTS ENSURE THE PERFECT VIKING OVENS FOR EVERY KITCHEN — INDOOR OR OUTDOOR

PERFORMANCE ART



vikingrange.com

An artful, stylish selection of Viking oven products transforms any kitchen into a design gallery of oven options with ultra-premium features, cooking power and control that would be the envy of any chef. The same philosophy carries over to the Viking outdoor oven products.

The latest example is the debut of design and performance updates to the Viking Professional and Designer 27"W. and 30"W. electric built-in ovens. Consumers will be able to choose between a Select and a Premiere model in both the Professional or Designer Series product lines. Viking is also offering Designer touch control ovens in the Select and Premiere models, as shown above.

These new lines incorporate the largest oven cavity in the industry and a dual concealed bake element. The Rapid Ready™ preheat system that quickly heats the ovens to the desired temperature setting is the fastest in the industry; and the Vari-Speed Dual Flow™ convection system, patented specifically by Viking, ensures balanced airflow for even heat distribution with the largest convection fan in the industry which features a two-speed reversing system. The Premiere ovens have an electric Gourmet-Glo™ glass enclosed infrared broiler which provides intense searing heat in a variety of broiling applications. Additional new features to the Premiere ovens enhance the ovens' performance and increase their



FEATURED DESIGNER CINDY COLLINS CREATES A WARM, MINIMAL LOOK WITH CUSTOM CABINETS: Page 4

Professional high speed electric oven



30"W. Professional electric oven

value for consumers. These features include: convection settings in all ovens, a TruGlide™ full-extension oven rack, a meat probe and additional halogen oven lights.

"These are only the most recent in our exceptionally wide range of product offerings," says Sue Bailey, Viking Range Corporation Manager, Product

Development, Major Appliances. "It's all about giving designers and their clients the greatest possible choice of oven options." Some more options are as follows:

36"W. Professional and Designer Horizontal Electric Oven: Consumers and designers who prefer an undercounter installation for an electric oven will enjoy the Viking Professional and Designer 36"W. electric "Low Profile" single oven. This oven's performance features include eight oven settings, such as mini- and maxi-broil. This oven will soon be available in all Professional and Designer Series finishes as well as the brass trim option.

30"W. Professional Gas Oven: Viking Range Corporation has added a built-in gas 30"W. oven to its lineup of Professional Series built-in products, which already includes a 36"W. gas oven.

This Viking Professional gas oven features a large capacity oven cavity offering several unique cooking modes. The convec-

tion bake setting features a 30,000 BTU burner. Around the convection fan is a ProFlow™ convection air baffle, specifically designed to ensure balanced airflow for even heat distribution. The oven's Gourmet-Glo™ infrared broiler reaches a temperature of 1500°F, perfect for searing steaks. This oven will be available during the fourth quarter of 2006.

Professional and Designer High Speed Convection Oven: The Viking Professional and Designer high speed convection oven cooks food five times faster than a conventional oven which is ideal for families with busy lifestyles. The drop-down door allows for easy access to the oven's cavity. This stainless steel unit features 84 basic cooking settings, 100 pre-programmed recipes, and 17 microwave options. The Viking Professional high speed convection oven will be available in the fourth quarter of 2006, and the Designer oven will follow in 2007.

Professional and Designer Convection

Microwave Hood: The Viking Professional and Designer convection microwave hood features built-in ventilation, large capacity and multiple convection modes — such as ConvecBroil, ConvecRoast, ConvecBake and manual convection. The unit can be used not only as a microwave and hood, but as a second oven as well.

Professional and Designer Warming

Drawers: Viking warming drawers offer much needed assistance for ambitious menus or late guests. They ensure that every dish is served hot, fresh, and moist — or crispy, if the situation calls for it. Think of it as your own silent sous chef. The warming drawers are now also

offered in outdoor models, making them perfect companions for the following:

Outdoor Electric Smoker Oven: An exclusive plenum system mixes heat, water vapor, and smoke for the perfect cooking environment. Meats are tenderized by slow cooking with heat and moisture, resulting in less shrinkage. A smoker box is capable of holding large quantities of wood chips or chunks of wood for smoking.

Outdoor Built-In Gas Oven: The Viking outdoor built-in gas oven is available for natural or LP gas, with a 20,000 BTU gas oven featuring a 200-550°F (93-260°C) thermostat. The natural airflow bake function makes it perfect for baking side dishes and desserts to complement items cooked on the grill.

In short, whether you're indoors or outdoors, there are Viking oven solutions that are perfect for you and your client.



30"W. outdoor electric smoker oven



30"W. Professional gas oven

FOURTH QUARTER 2006 VIKING FEATURED DESIGNER

Designer Convection Microwave DMOC205-SS
Designer Refrigerator/Freezer DDBB363R-GG
Designer Beverage Center DUAR141FR-SS
Designer Range Hood DCWH4244-GG
Designer Cooktop DGCU165-5B-SB
Designer Oven DESO101-GG





Cindy Collins

Matching Viking appliances complement the clean, minimal look of custom cherry cabinets in a coffee bean finish inspired by Japanese farmhouses.

More than 25 years of design and custom manufacturing experience with Cucina Kitchens and Baths went into Cindy Collins' design for this residence on the bluffs overlooking the ocean near San Luis Obispo, California.

"It's a timber-framed home that has exposed beams of sycamore and fir, with mortise and tenon joinery, all secured with black walnut pegs," explains Collins. "Because of the architecture of the house, the home called for a clean, minimal look, emphasizing the Japanese design idea of 'living more with nature,' in the owner's words."

Floor to ceiling windows pull the outdoors into the home and the interior accentuates the scenic views. "It was necessary for me to keep the cabinets low profile and lower in the room to keep the sightlines open to these beautiful views. The focus became more on the design and the craftsmanship."

Integrating Viking appliances with custom cabinets

Cucina built the custom cabinets to integrate with the Viking appliances. "They are cherry with what we call the coffee bean finish, which we chose because a lot of dark woods are used in traditional Japanese farmhouses. We also used the color to keep a sleek, contemporary room with clean lines feeling very warm."

The sleek, warm feel of the kitchen was accentuated by the seamless integration of the appliances and the cabinets. "It feels more like furniture in that room, with the appliances mak-

ing a major contribution to the overall look," says Collins.

"Working with a suite of Viking appliances was very appealing to me. We paid careful attention to the details. The cabinet pulls were designed to mimic the handles of the Designer Series appliances," she says. "In addition, we used the Graphite Gray Viking finish, because I felt it really complements the cabinet finish. It gives the room a more homogeneous look so that the cabinets and the appliances really become one — giving the room a completely integrated look."

Space planning and custom cabinets

Collins began studying architecture and design on the east coast at Ramapo College, Mahwah, New Jersey and continued at Phoenix College in Phoenix and Arizona State University, Tempe, Arizona. Collins is experienced in industrial, and commercial design, as well as residential projects.

Her specialty is space planning. Collins uses a time and task management method when designing a kitchen, arranging "zones" that relate to specific tasks.

For over 25 years Cucina has been producing a wide range of challenging projects. "Our products have been shipped worldwide, and our residential projects have taken us around the country and as far away as Puerto Vallarta, Mexico," says Collins. Their kitchen and bath showroom features a line of cabinets that are manufactured in house as well as three other



lines of cabinets and products related to the kitchen and bath industry and manufactured by outside sources.

In 1985, they relocated the business to San Luis Obispo County, California, where they began to produce the area's first true European cabinets, exclusively using the European system of casegood manufacturing. Although their focus has primarily been residential projects, they have continued to provide fine office interiors for special clients.

In 1990, they opened their first showroom in the city of San Luis Obispo and became the first (and only) fully custom manufacturer to provide a complete design service. "Over the last fifteen years, we have continued to refine our design approach of maximizing kitchen ergonomics while meeting the project's aesthetic criteria with the same quality and attention to detail as is customarily found in the finest furniture," says Collins. For more information go to www.cucinakitchens.com.

VIKING PORTABLE INDUCTION COOKER and other great countertop appliances



There's something new and exciting on luxury homeowners' countertops — the Viking portable induction cooker. As the popularity of induction technology continues to grow, increasing numbers of luxury consumers want this new technology in their kitchens.

Induction power generators produce a high frequency alternating current magnetic field. This magnetic field reacts with the ferrous metal in the cookware, resulting in an instantaneous transfer of heat to the cooking vessel and its contents. This instant response and resulting cooking performance is much like that of gas burners preferred by professional chefs.

Because the heat energy is transferred directly to the cooking vessel, the cooking surface remains relatively cool, thus providing superior cooking performance while being much easier to clean.

Induction cooking offers the premium performance that has long been associated with the Viking brand. Because power is only drawn when cookware is on the element,

induction has an energy efficiency of over 90 percent. This efficiency reduces the amount of heat released into the kitchen, making the kitchen a safer, more comfortable, and more enjoyable working environment.

"The new Viking portable single element induction cooker is ideal for consumers who desire the performance and efficiency of induction cooking but may not want to replace an existing range or cooktop," says Sue Bailey, Viking Range Corporation Manager, Product Development, Major Appliances. "The compact, single element induction unit is ideal for the culinary enthusiast who desires the performance and efficiency of induction cooking, as

well as the convenience of using the unit anywhere there is a standard 120-volt power outlet."

Additionally, a piece of Viking cookware, cutlery or a countertop appliance is sure to make any home chef swoon. Viking offers a complete line of cookware and cutlery that is crafted with the best materials available. The Viking cookware



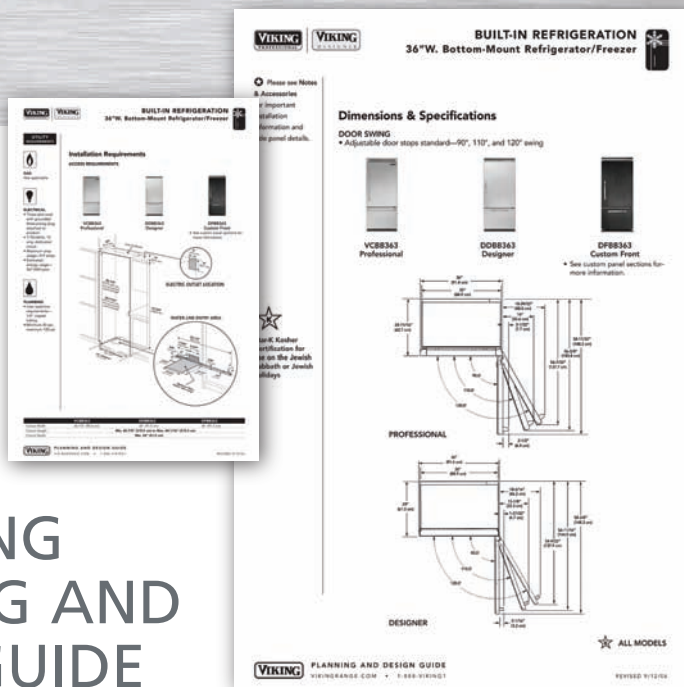
line, introduced four years ago, was specifically designed to include a layer of ferrous metal that is suitable for use on induction cooking surfaces as well as all other electric cooking elements and gas burners. All Viking cookware is therefore compatible with the new Viking portable induction cooker.

The Viking Professional hand blender is the newest Viking countertop appliance. Constructed with stainless steel, which provides a professional look, the hand blender comes standard with stainless steel attachments such as the blending attachment for emulsifying and blending, the whisk attachment for beating egg whites, and a mixing cup with lid for processing and storing food items. Other countertop appliances include a blender, stand mixer, toaster and food processor, all offering the performance for which Viking is known. The countertop appliances are available in five different colors including stainless gray, graphite gray, white, black and bright red.



Coming soon to a computer near you

THE VIKING PLANNING AND DESIGN GUIDE



Looking for a better tool to design and specify a complete Viking kitchen? Viking Range Corporation has announced it is partnering with information design experts InfoGraphics to create the new Viking Planning and Design Guide.

Downloading the latest product information for Viking, designers and dealers will be able to access all the latest Viking product information in an accessible, attractive format, and then print and store it in a binder as project documentation that can easily be kept current.

ORGANIZATION:

The Viking Planning and Design Guide will have an introductory section which covers general design information like color finish availability, as well as style considerations such as the differences between the Professional Series and Designer Series products. This is followed by sections for each main category of Viking appliance products:

- Cooking Products
- Ventilation Products
- Refrigeration Products
- Kitchen Cleanup Products
- Outdoor Products
- Products designed for custom panel applications

SCOPE:

The wealth of information in each product section will include:

- **Introduction** – General information on features and functions as well as design considerations that are specific to each product category.
- **Model Options** – A listing of all models offered within each product group.
- **Product Dimensions and Specifications**
- **Installation Specifications** – Including dimensions, access requirements, utility requirements, etc.
- **Accessories** – A listing of accessories available for that particular group of products.

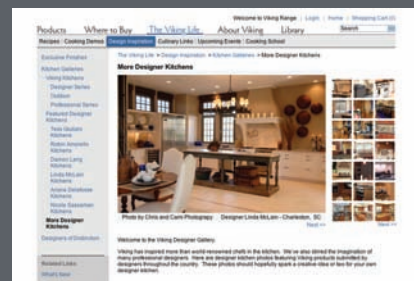
“We have long provided a wealth of information, instructions and specifications about Viking products online and in print,” says Jim Gregory, Viking Range Corporation Manager, Design Relations. “The challenge is to make this information accessible, easy to use and current. We’re confident the new Planning and Design Guide will give designers and dealers the tools which are necessary for them to provide their services more efficiently.”

ENTER HERE FOR A CHANCE TO WIN

Vikingrange.com has a new look and lots of information for you, the design professional. Get product information, design inspiration, and register as a Viking Designer of Distinction. Click on the **For Design Professionals** link and make that your design home on the Internet.

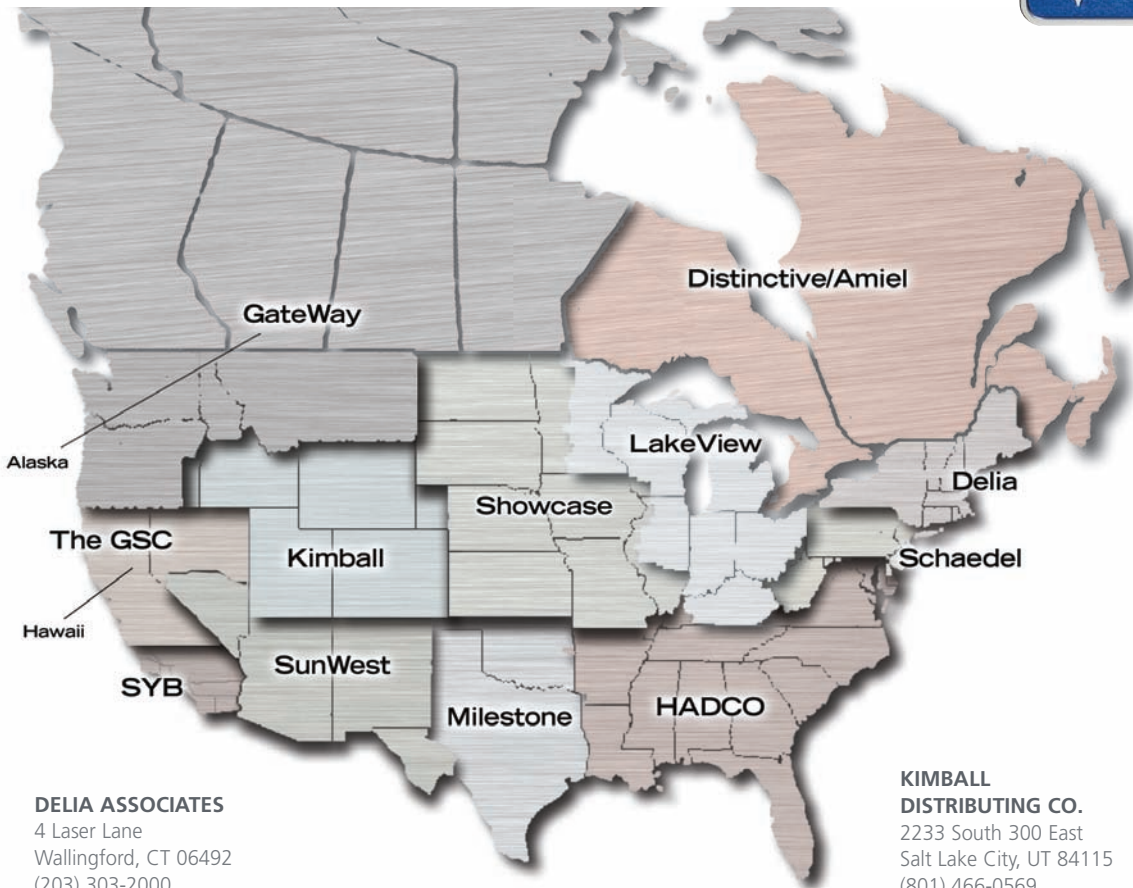
You’ll find a host of features geared to your needs and interests — including links to Viking products, the Designer Galleries, and profiles of all the Viking Featured Designers. Did you misplace your last issue of *THE EDGE* newsletter? You’ll find a complete set of back issues available for easy downloading 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 as a Viking Designer of Distinction** — and for a chance to become a Viking Featured Designer. The next designer profiled in these pages could be you.



VikingFeaturedDesigner.com

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