

THE RETAIL **observer**



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AN EYE ON THE INDUSTRY SINCE 1970

NATIONWIDE'S
INDEPENDENTS

**PREPARE
FOR SHARE**

Dallas March 2015
PRIMETIME RECAP

2015 EDITION OF THE
ARCHITECTURAL DIGEST
HOME DESIGN SHOW
OUTPERFORMS ON ALL LEVELS

KitchenAid®

**THE COOK'S KITCHEN
WILL NEVER BE THE SAME**

INTRODUCING THE REDESIGNED NEW
LINE OF KITCHENAID® APPLIANCES

INDUSTRY [NEWS]

- **Obtain the Viking® Range and the Viking® Range with the 30" TurboChef® Professional Grill**
- **Obtain the Viking® Range, the Viking® Range, the Viking® Range and the Viking® Range with the 30" TurboChef® Professional Grill**
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For more information about the TurboChef Professional Grill, visit the TurboChef website www.turbochef.com.

Cooking enthusiasts who select a TurboChef range or range for their ultimate kitchen can also save up to \$5,000 through the industry leading One-Stop-Shop® promotion. For more details, please visit www.turbochef.com/onestopshop.



VIKING RANGE, LLC INTRODUCES THE FASTEST OVEN IN THE WORLD

Viking Range, LLC introduces the fastest residential oven in the world; the Viking Professional TurboChef™ 30" W. Double Oven. This revolutionary oven allows consumers to prepare meals up to 15 times faster than conventional methods – leaving more time to spend with family and friends.

This innovative high speed cooking technology, now available for residential use, has been proven and is currently being used in over 130,000 commercial kitchens worldwide. With over 200 patents, the Viking Professional TurboChef oven will brown, sear, roast, and caramelize to perfection 15 times faster than conventional ovens.

"Viking knows how valuable time is to busy families and the Viking Professional TurboChef Double Oven gives consumers the luxury to spend less time cooking and more time at the table with the ones they love," said Brent Bailey, vice president of Brand Management. "This double oven is designed to allow home chefs to easily prepare gourmet meals quickly without sacrificing flavor or quality."

The secret to this advanced conventional ovens speed is the patented Airspeed Technology™ that includes heated air blown through the oven cavity at speeds up to 60 mph. The outcome is that foods retain more moisture when cooked in this oven resulting in enhanced quality and flavor.

The top oven features the patented Airspeed Technology™ that distributes columns of air into the cook cavity that are circulated from

the top and bottom of the oven cavity to brown, sear and caramelize food. Precision bursts of microwave assists, when helpful, in the cooking process. The lower oven uses conventional, convection, proofing and warming drawer capabilities, empowering home chefs with a new ability to tailor the cooking experience to their individual needs.

The user-friendly Touch-Control System allows even the novice home cook to operate the oven with great ease and confidence. Cutting the cook-time by up to 90% allows consumers to spend more time savoring the preparation of the meal and enjoying it with friends and family. A 12 lb. turkey that once took four hours now cooks in 42 minutes in the Viking TurboChef oven. A perfectly browned and juicy 7 oz. filet mignon in a grill pan drops from 13 minutes, 30 seconds, to 4 minutes for rare, and 5 minutes for medium rare. A freshly prepared 8 oz. chocolate soufflé can be baked to perfection in 2 minutes.

The proprietary Touch-Control System offers 7 speedcook modes: Bake, Roast, Broil, Air Crisp, Toast, Dehydrate and Favorites. When a mode is selected, the intuitive Touch-Control System display provides a list on the LCD screen that allows the user to select the food type and portion size. Each Viking TurboChef model is pre-programmed with over 400 cooking profiles that automatically determine the ideal cook time and temperature. The oven alerts the home chef when 80% of the cook cycle is complete so that, if desired, he/she can review and fine-tune the cooking process according to his/her family's own taste – brown more or less, cook more or less. Should a cook cycle be altered it can then be saved to Favorites and named for quick reference and ease of selection.

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Built-in, on-demand tips and information is available on screen if and when needed while selecting cook settings.

In addition to the high speed cooking technology, the Viking TurboChef oven has over 400 cook settings to accelerate the cooking process. Customers are encouraged to create their own recipe book in the oven by easily modifying these preset recipes, naming the recipes and saving to favorites. The favorites and recent history menus, located on the digital display, allow users to customize the oven to their own patterns, carrying out beloved family recipes with the push of a button.

Built with the same high quality, durability and attention to detail as all Viking appliances, the Viking Professional TurboChef 30" W. Double Oven is backed by the industry's best and most comprehensive warranty; the Viking 3-Year Signature Warranty. The Viking 3-Year Signature Warranty now includes a 90 Day No Quibble Guarantee which states that Viking will repair or replace a product within the first 90 days of purchase in the unlikely event of a manufacturing defect.

The new Viking Professional TurboChef 30" W. Double Oven is available in seven exclusive color finishes, including Stainless Steel.

For additional product information, visit www.vikingrange.com. VIKING is a registered trademark of Viking Range, LLC. Viking products are sold under the BRIGADE brand in Canada.

Blomberg

BLOMBERG UNVEILS PREMIUM ENERGY-EFFICIENT APPLIANCES FOR SMALL-SPACE LIVING

Designed for U.S. architects and builders to be in harmony with your life

Blomberg continues to expand its presence in the U.S. market with the debut of its 2015 product line — including the first Washable Heat Pump Dryer. Blomberg's 2015 product line includes the most energy-efficient clothing dryer and dehumidifier in addition to the 2015 refrigerators, cooling machines, ovens and cooktops — all of which provide U.S. architects and designers with flexible design solutions for configurations that will satisfy their client's desire for innovative modern appliance options.

Leading Blomberg's 2015 appliance lineup are the Washable Heat Pump Dryer and Dehumidifier and most efficient.

Blomberg's new Washable Heat Pump Dryer is the most energy efficient in its class, and uses 30 percent less energy and 40 percent

less electricity at temperatures that compare to vented dryers. To keep clothes at their best, Blomberg's new dryer also features a special cooler cycle for larger garments like bedspreads and coats. When it's time to wash, the powerful yet compact design is only 30 inches wide and 41 1/2 inches tall, making it perfect for homes of all sizes. The unitless heat pump technology with easy installation offers builders and designers the flexibility to place the new dryer along with the existing washer anywhere in the home, from the kitchen to full closet. The new unitless heat pump technology and sleek white and design from Blomberg, provide sophisticated styling and efficient drying in harmony with nature, your home, and your life. **Blomberg Washable Heat Pump Dryer and Dehumidifier**

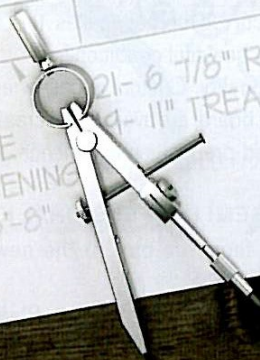
Available in 2015, Blomberg's "Washable Heat Pump Dryer" features a special cycle for larger garments like bedspreads and coats. When it's time to wash, the powerful yet compact design is only 30 inches wide and 41 1/2 inches tall, making it perfect for homes of all sizes. The unitless heat pump technology with easy installation offers builders and designers the flexibility to place the new dryer along with the existing washer anywhere in the home, from the kitchen to full closet. The new unitless heat pump technology and sleek white and design from Blomberg, provide sophisticated styling and efficient drying in harmony with nature, your home, and your life. **Blomberg Washable Heat Pump Dryer and Dehumidifier**



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KITCHEN DESIGN COMPETITION



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FEBRUARY DESIGNER OF DISTINCTION

See Lauren's winning design and learn how you could be
named **2015 Viking Kitchen Designer of the Year** at

VIKINGRANGE.COM/DESIGNERS