



Viking® Professional Cookware

Professional Performance
for Your Home™





Viking Heritage

Viking Ranges, founded in 1984, advanced the kitchen to the center of the home. Viking quickly became a symbol of culinary prestige. Rapid growth followed for this family owned business.





In 2013 Viking became part of The Middleby Corporation, the largest commercial kitchen equipment manufacturer in the world. Tapping the resources and technological expertise of Middleby and Viking's own heritage in the residential market, Middleby has completely overhauled quality controls, re-engineered and transformed Viking appliances.





A Brand With a History of Greatness

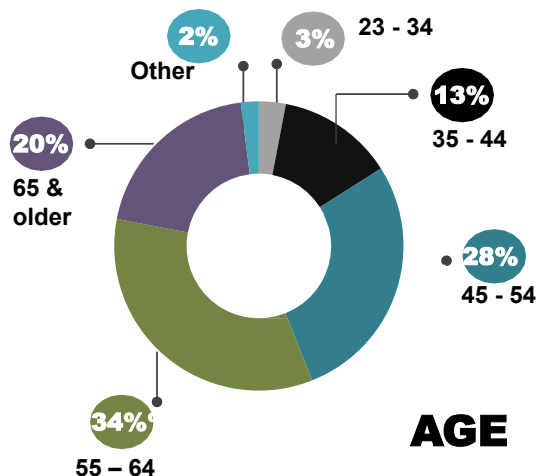
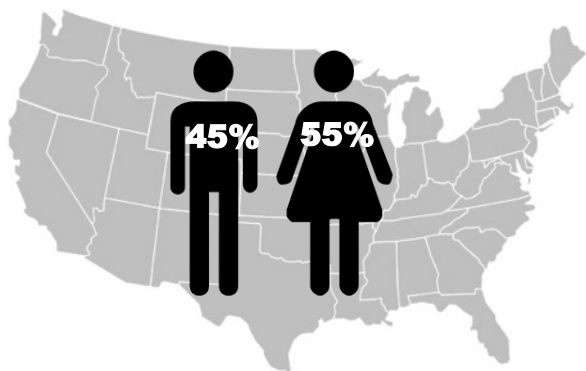
Consumer Insights

Along with Kenmore and Kitchen Aid, Viking enjoys almost universal aided brand awareness among key target groups

91% brand awareness			
Kenmore	91%	GE Monogram	72%
Viking	91%	Samsung	68%
KitchenAid	89%	Fisher & Paykel	55%
Bosch	88%	GE Other	55%
Frigidaire	85%	Siemens	53%
LG	85%	Gaggenau	52%
Amana	83%	Dacor	49%
Jenn-Air	83%	Vent-A-Hood	32%
Electrolux	80%	Blue Star	24%
GE Profile	80%	SMEG	21%
Maytag	80%	Bertazonni	17%
Whirlpool	80%	Fagor	16%
Wolf	79%	La Cornue	16%
Miele	76%	Zephyr Ventilation	15%
Thermador	75%	American Range	11%



SURVEYED AUDIENCE BY THE NUMBERS



89%
MARRIED

4%
SINGLE

EMPLOYED	42%
RETIRED	27%
SELF -EMPLOYED	19%
HOMEMAKER	10%
OTHER	2%

BACHELORS	38%
MASTERS	26%
SOME COLLEGE	11%
DOCTORATE	8%
PROFESSIONAL DEGREE	7%
ASSOCIATE	4%
SOME HIGH SCHOOL	4%
HIGH SCHOOL DIPLOMA	3%
TRADE / VOCATIONAL TRAINING	3%

Prefer not to answer	30%
1,000,000+	2%
500,000 --- 1,000,000	6%
350,000 --- 500,000	7%
300,000 --- 350,000	4%
250,000 --- 300,000	7%
200,000 --- 250,000	9%
\$150,000 - 200,000	12%
\$100,000 - 150,000	13%
75,000 --- 100,000	5%
75,000 or less	4%

NOTE: 2100 survey respondents. This analysis captures 100% completion (i.e., 1,637 respondents)



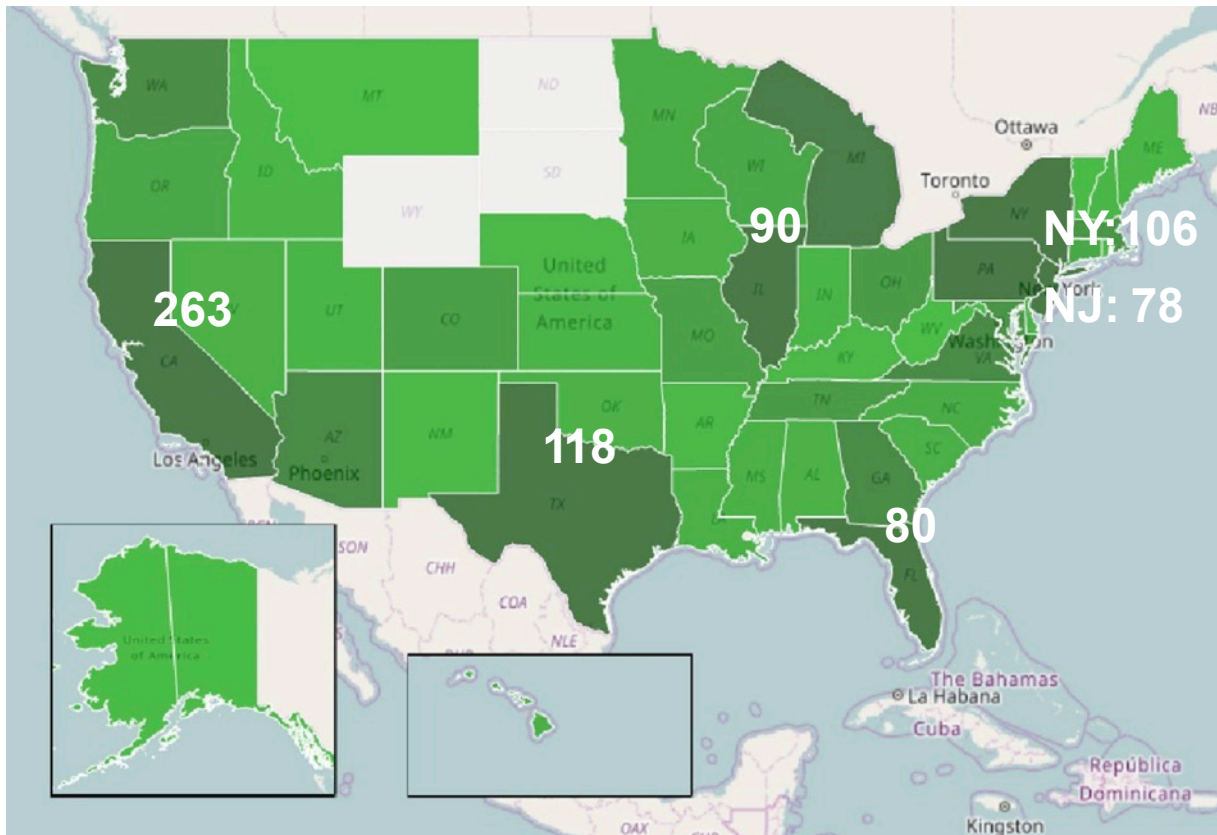
LOCATION DEMOGRAPHICS

STATES

	TopChef	Traditional	Weekender	Total
California	156	88	19	263
Texas	60	29	29	118
New York	53	33	20	106
Illinois	47	34	9	90
Florida	42	24	14	80
New Jersey	51	18	9	78
Pennsylvania	34	12	8	54
Michigan	26	15	7	48
Georgia	23	12	4	39
Arizona	21	13	5	39
Virginia	24	11	3	38
Washington	29	5	3	37
MA	18	9	5	32
Maryland	19	9	4	32

CITIES

	TopChef	Traditional	Weekender	Total
New York	14	17	11	42
Chicago	14	5	7	26
Pomona	13	9	2	24
Houston	9	3	7	19
Los Angeles	9	6	3	18
Dallas	8	4	4	16
San Diego	10	4		14
Newark	11	3		14
Irving	7	3	2	12
San Francisco	5	3	2	10
San Jose	7	3		10
Katy	7	2	1	10
Philadelphia	7	1	1	9
San Antonio	7		2	9
Brooklyn	4	2	2	8
Sacramento	4	3		7
Tampa	4	1	1	6



HIGHLIGHTS

California and Texas highest regions to focus on, specifically look at key cities to target. Weekenders actually largest in Texas, whereas Top Chef and Traditionalists skew towards California.



CUSTOMER SEGMENTATION



THE TRADITIONALIST

"I normally bake from scratch"

"When planning a meal for my family, I like to make up my own recipes"

AGE: Avg 55 – 64

GENDER: 51% female | 49% male



THE TOP CHEF

"When I cook, presentation is as important as flavor"

"My friends like to call me a trendy gourmet"

"My kitchen is the gathering place when I entertain"

AGE: Avg 55 – 64

GENDER: 58% female | 42% male



THE WEEKENDER

"My kitchen is used only on the weekends. We normally microwave or eat out during the week"

AGE: Avg 45 - 54

GENDER: 42% female | 58% male



SEGMENTS DIFFER IN THEIR EMPHASIS ON PRODUCT ATTRIBUTES

THE TRADITIONALIST

Value price/ product value over Top Chef and Weekender

THE TOP CHEF

Values performance (29%) and features (10%) higher than other segments

THE WEEKENDER

Values style (9.21%) and quality/ reputation (50%) more than other segments

	Features	Performance	Price/Value of product	Quality/ Reputation	Size	Style	Warranty	N
TopChef	9.63%	29.14%	4.69%	45.19%	1.73%	7.41%	2.22%	405
Traditional	8.29%	19.69%	10.36%	45.60%	6.74%	7.25%	2.07%	193
Weekender	7.89%	22.37%	7.89%	50.00%	0.00%	9.21%	2.63%	76
N	61	173	45	309	20	51	15	



Viking® Professional Cookware

SEGMENTATION: MEET YOUR CUSTOMER'S EXPECTATIONS



THE TRADITIONALIST

VIKING® Hard
Anodized Nonstick



THE TOP CHEF

VIKING® 5-Ply
Professional &
Hard Stainless™



THE WEEKENDER

VIKING®
Contemporary



Viking 5-Ply Professional Cookware – Top Five Selling Points



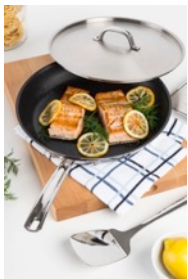
10 Pc Set
4515-1S10S



7 Pc Set
4515-1S07S



5 Pc Set
4515-1S05S



Nonstick Fry Pans Available with and without lids

1



5-Ply Bonded Construction

- Three distinct layers of aluminum create a solid core that is sandwiched between layers of stainless steel to deliver even heat throughout the bottom and sides of the pan for consistent results – Satin Finish

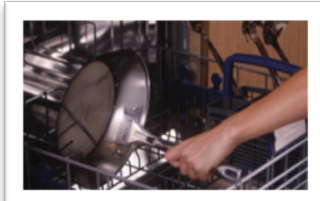
2



Viking Signature Ergonomic Handle

- Solid Cast Stainless Steel Handles designed for comfort, balance and control. Heat Break to stay cool on cooktop, Finger Stop for secure grip, attached with Stainless Steel rivets

3



Versatility

- Works on all cooktops including induction
- Oven, broiler and grill safe to 600° F
- Dishwasher Safe

4



Heavy Gauge Stainless Lids

- Heavy stainless lids seat well with trimmed edge on pan for a secure fit to control evaporation
- Heat Break in lid handles reduces heat transfer

5



Quality is Assured

- Handcrafted in the USA
- NSF Certified for home and commercial kitchens
- Lifetime Warranty

Viking 3-Ply Cookware – Top Five Selling Points



14 Pc Set
4513-2S14



10 Pc Set
4513-2S10



7 Pc Set
4513-2S07



5 Pc Set
4513-2S05



Nonstick Fry Pans
Available with and
without lids

1



3-Ply Bonded Construction

- The thick aluminum core is sandwiched between layers of stainless steel to deliver even heat throughout the bottom and sides of the pan for consistent results – Mirror Finish

2



Viking Signature Ergonomic Handle

- Solid Cast Stainless Steel Handles designed for comfort, balance and control. Heat Break to stay cool on cooktop, Finger Stop for secure grip, attached with Stainless Steel rivets

3



Versatility

- Works on all cooktops including induction
- Oven, broiler and grill safe to 600° F
- Dishwasher Safe

4



Heavy Gauge Stainless Lids

- Heavy stainless lids seat well with trimmed edge on pan for a secure fit to control evaporation
- Heat Break in lid handles reduces heat transfer

5



Quality is Assured

- Handcrafted in the USA
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Viking Hard Stainless Cookware – Top Five Selling Points



10 Pc Set
40021-9990



Everyday Pan
40021-1024

1



5-Ply Bonded Construction

- The thick aluminum core is sandwiched between layers of anodized aluminum and non-reactive stainless steel interior to maximize heat transfer

2



Viking Signature Ergonomic Handle

- Solid Cast Stainless Steel Handles designed for comfort, balance and control. Heat Break to stay cool on cooktop, Finger Stop for secure grip, attached with Stainless Steel rivets

3



Versatility

- Works on all cooktops including induction
- Oven, broiler and grill safe to 600° F
- Dishwasher Safe

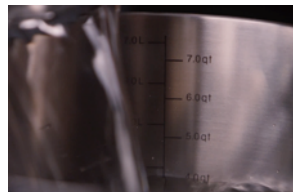
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Heavy Gauge Stainless Lids

- Heavy stainless lids seat well with trimmed edge on pan for a secure fit to control evaporation
- Heat Break in lid handles reduces heat transfer

5



Added Features

- Internal Capacity Markings on deep vessels
- Rolled edges for drip free pouring
- Stainless based for stability and induction compatibility

Viking Contemporary Cookware – Top Five Selling Points

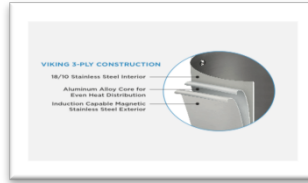


10 Pc Set
4513-3S10



7 Pc Set
4513-3S07

1



3-Ply Bonded Construction

- Aluminum core with magnetic stainless exterior and 18/8 stainless interior for even heat distribution from pan base to rim – Mirror Finish

2



Viking Signature Ergonomic Handle

- Solid Cast Stainless Steel Handles designed for comfort, balance and control. Heat Break to stay cool on cooktop, Finger Stop for secure grip, attached with Stainless Steel rivets

3



Versatility

- Works on all cooktops including induction
- Oven, broiler and grill safe to 500° F
- Dishwasher Safe

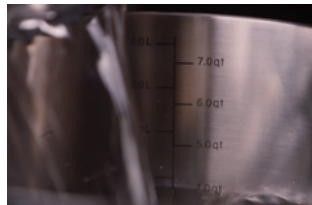
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Tempered Glass Lids

- Easily monitor cooking progress, oven safe to 400° F
- Vented to prevent boil overs
- Heat Break in lid handles reduces heat transfer

5

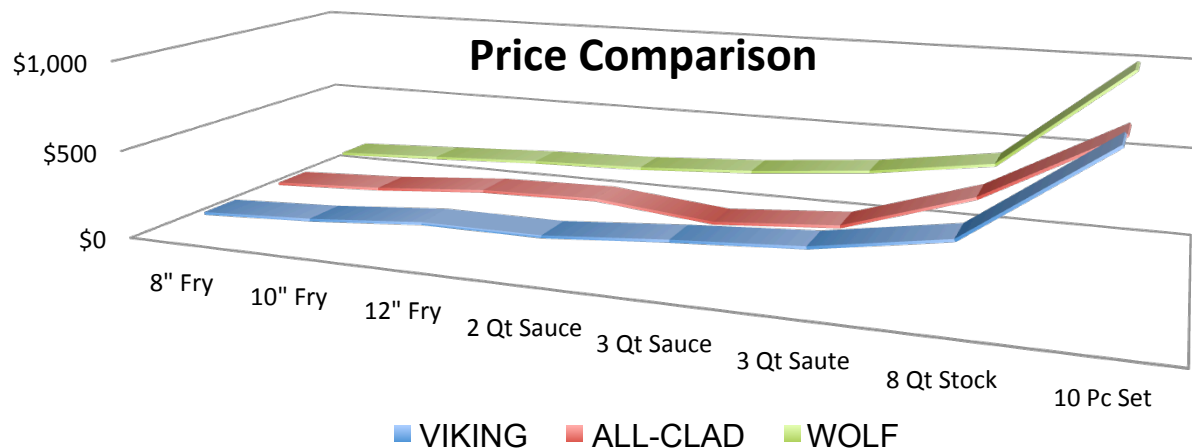


Added Features

- Internal Capacity Markings on deep vessels
- Sealed Edges, no exposed aluminum
- Lifetime Warranty



- Viking is known for high quality and professional performance
- Each SKU is designed to professional specifications for use by professional chefs and home cooks alike
- Pure aluminum core delivers exceptional performance in a lighter weight vessel for ease of use
- USA Made Cookware is produced in an established factory with a 100 year history; quality is assured.
- Designed and Manufactured with high quality materials for a lifetime of use
- Highly competitive pricing in our market segment, delivering a luxury brand at an achievable pricepoint





Broad Assortment for the Complete Viking Kitchen

Designed to meet the cooking needs and price expectations of professional chefs as well as accomplished and aspiring home cooks


- 5 Bonded Cookware Ranges
- Specialty Cookware
- Cast Iron
- Ceramic Nonstick Bakeware
- Tools
- Cutlery





You know our kitchens,
now discover our cookware.



Viking® Professional
5-Ply Satin Finish
10 Piece Set
\$899.⁹⁹ 



Viking®
3-Ply Mirror Finish
10 Piece Set
\$799.⁹⁹ 



Viking®
5-Ply Hard Stainless™
10 Piece Set
\$599.⁹⁹



Viking®
Hard Anodized Nonstick
10 Piece Set
\$499.⁹⁹



Viking® Contemporary
3-Ply Mirror Finish
10 Piece Set
\$399.⁹⁹



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VIKING 3-PLY CONTEMPORARY



THE TOP CHEF

Viking bonded cookware features a **pure aluminum core** to maximize heat transfer throughout the bottom and sides of the pan.

- Aluminum is one of the best conductors of heat. It **evenly transfers heat** through the pan, eliminating hot spots for consistent results
- **Enhanced conductivity** requires lower energy, other than boiling liquids, most cooking can be done over medium heat
- The cooking layer is **non-reactive surgical grade stainless steel**, this preserves the flavor of your ingredients and is easy to clean
- The combination of metals help to **increase the effective BTU's of the stovetop** for restaurant quality results at home

VIKING 3-PLY CONSTRUCTION

18/10 Stainless Steel Interior

Aluminum Alloy Core for
Even Heat Distribution

Induction Capable Magnetic
Stainless Steel Exterior





Pure Aluminum Core Construction



THE TOP CHEF

VIKING PROFESSIONAL 5-PLY CONSTRUCTION

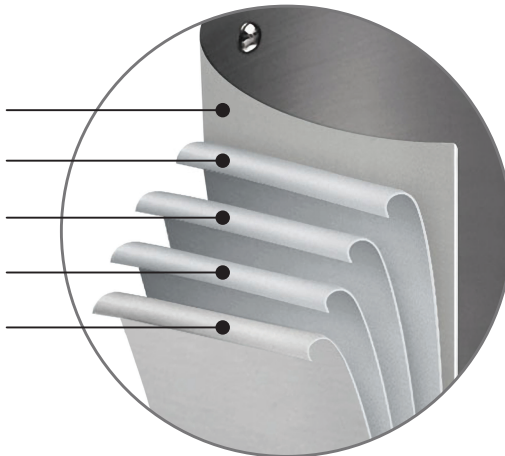
18/10 Stainless Steel Interior

Aluminum Alloy Core

Pure Aluminum Core

Aluminum Alloy Core

Induction Capable Magnetic
Stainless Steel Exterior



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Signature Ergonomic Handles



- Exceptional Handle Construction - **Solid Cast Stainless Steel Handles**
- Ergonomically Designed to provide a **comfortable & secure grip**
- **Extended length** on stick handles ensures balance and support
- **Heat Break** ensures handle stays cool on cooktop
- **Finger Stop** guides hand to proper position for **secure grip**
- Lid & Loop Handles are oversized for **secure grip** with or without oven mitts
- All handles are **permanently attached** with stainless steel rivets



Heavy Gauge Stainless Lids



Our **heavy gauge lids** (1.0 mm) seat well with the cut edges of the pan, for a tighter fit, sealing in more nutrients & speeding up cooking time.

- **Domed shape** helps return condensation to the pan keeping the meal moist and flavorful
- Constructed with **heavy gauge surgical grade stainless steel** for a lifetime of use
- **Heat Brake** in the lid handle helps to reduce heat transfer to the handle during cooking.



NSF Certified & Made in the USA



Our premier 3-Ply & 5-Ply lines are produced in a **family owned factory** in the Midwest that has been **making cookware for over 100 years**. Quality and performance are the hallmarks of the Viking brand.

- We supplement the US technology with production around the globe to insure the best quality and performance available. This is why we can offer **lifetime warranties** with confidence that our cookware can **be handed down from generation to generation**.
- NSF certification means that the cookware is designed to meet the sanitary and functional needs of a commercial restaurant or kitchen.



Continuous Technological Innovation

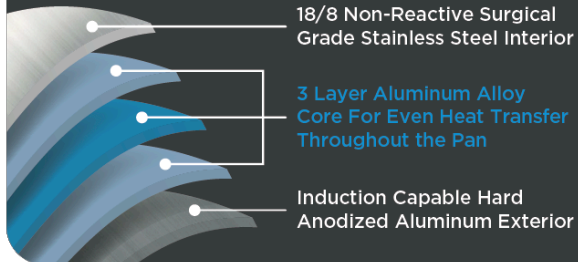
Viking continues to push the bounds of technology, **innovating with new materials and construction** to deliver on our promise of Professional Results For Your Home™



Viking® Hard Stainless™

5-Ply Construction

FOR EVEN RIM TO RIM HEAT DISTRIBUTION



- **Mixed materials** combine aluminum with stainless for the maximum efficiency
- **Hard anodized aluminum exterior** is twice as hard as stainless steel and immensely more conductive
- The aluminum exterior combined with a **three layer aluminum core** allows the pan to reach temperatures closer to restaurant cooktops delivering optimal results



More Than Cookware



In the same way that there is a full range of Viking appliances, **we will continue to innovate and develop entire lines of product** to make home cooks and chef's more productive in the kitchen.

- **Well rounded assortment** includes cutlery, bakeware, gadgets & more
- Our product development team is continuing to create great products that **extend beyond cookware to outfit the entire kitchen**
- **Viking is a lifestyle** that demands the best.



Design / Form / Function



Viking Cookware

- Bonded Multi-Layer construction for even heating and responsiveness
- Magnetic Stainless exterior for use on all cooktops including induction
- Stovetop, oven, broiler & grill safe*
- Stainless Steel Cooking Surface is easy to sanitize and maintain
- Eterna Nonstick on select fry pans for exceptional release
- Dishwasher safe
- USA Made Cookware is NSF Certified
- Imported Cookware features internal capacity markings on deep vessels
- Lifetime Warranty



The Viking Promise:

Professional Performance for Your Home™

- Deliver high quality products
- Provide differentiation
- Build upon strong Viking Brand Awareness
- Provide exclusivity on future product development
 - Based on mutual agreement on quantity / duration
- Balance core assortment with specialty items
- Partner on development of newness
 - Provide quick turn around on product development





Viking® Professional Cookware

Pricing:

- Balance core assortment and UMRP pricing with promotions
- Deliver on margin expectations

Marketing:

- Support Multi-Channel Marketing efforts with photography, video & samples
- Digital Assets, Lifestyle Images, Social Media

Launch:

- Scale launch efforts based on mutually developed, multiple channel sales plan to include:
 - Training Kit
 - Launch Event in key location/s
 - Employee Incentive Program



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