

2019 MEDIA KIT



the
MIDDLEBY RESIDENTIAL LUXURY BRAND PORTFOLIO



LA CORNUÉ





VIKING

THE MIDDLEBY STORY

PREMIUM APPLIANCES *for* RESIDENTIAL PROJECTS

Established in January 2018, Middleby Residential unites the industry's foremost luxury brands for home and outdoor into one prestigious portfolio, including Viking, La Cornue, AGA, Lynx, Marvel, U-Line and Heartland.

With three flagship showroom locations in Chicago, New York and Toronto, Middleby Residential Showcase Galleries display the world's best-known and loved kitchen appliances, designed in creative vignettes that emulate each collection's exquisite style.

Trained product experts provide guests with an educational, full-immersion experience by showcasing the versatility and features exclusive to the Middleby Residential family of luxury brands. And, nationally renowned chefs host live cooking demos and ongoing A&D events.

With Middleby Residential brands, you'll discover kitchen couture for every palate.



LA CORNUE



MARVEL



LYNX



AGA



LUXURY BRANDS

For the first time, the industry has access to the best-known and most-desired luxury appliance brands from one dynamic portfolio, powered by the nimble and strong Middleby Residential support network.



Professional Performance at Home

Bring commercial cooking technology to the home with the prominent distinction of the Viking name. Infused with a new culture from Middleby, Viking has adopted an ever-increasing focus on reliable product innovations, responsive customer service and quality products made in the heart of Mississippi. Now, the new Viking experience is the best it has ever been.

Welcome to the new Viking.



Purveyors of Handcrafted French Ranges Since 1908

For over 100 years, La Cornue has been treasured for heirloom quality, an icon of French cuisine and culture. Each range will only gain value with time, and, it is in this fact that La Cornue truly defines the word luxury. It's why La Cornue ranges are cherished as a commissioned piece of art, a masterpiece in the kitchen.



Iconic European Design. Multi-Oven Multi-Tasking.

New AGA collections are modern-day incarnations of the iconic AGA design, built on a century of European cooking excellence, reliability and longevity—the very pillars of AGA living. If you're looking for a head-turning focal point to command attention and start a conversation, this is it.



Everything for the Outdoor Kitchen

The world embraced the beautiful Lynx craftsmanship that earned a review as "the world's greatest grill." With ease of use and intuitive controls, Lynx outdoor kitchen products provide unrivaled performance and user experience. With exclusive, industry-leading features, Lynx products will delight any culinary enthusiast.



The Original Refrigeration Experts Since 1892

U-Line celebrates over 50 years of innovation with a collection of modular undercounter refrigeration units that offer advanced technology, aesthetic elegance and seamless integration for use in today's modern kitchens and lifestyles.



Nostalgic Handcrafted Quality

Inspired by the legendary Oval wood-burning cookstove first built in 1925, Heartland is truly a versatile and beautiful cooking center. Lustrous nickel-plated trim, elegantly shaped handles and legs, and the vintage oven temperature gauge are just some of the design features that distinguish Heartland from all others.



The Original Refrigeration Experts Since 1892

With an extensive line of upscale undercounter refrigeration for home and outdoor spaces, Marvel is recognized for its impeccable fit and finish, luxury-grade details and intelligent engineering. Available in a multitude of design and installation options, Marvel products offer unmatched storage versatility to adapt to life as it changes. It's the smarter way to live fresh.

DESIGN VERSATILITY



Single Family Home

Looking for a premium appliance to satisfy and a reputation to match? Viking leads as the preferred brand name for homeowners with popular professional-style ranges guaranteed to please, like this double-oven 5 Series range.



Premium Condominium

When space is a premium, slimmer appliance profiles can make the most of a space. Transform a standard footprint with our 30" options, perfect for new or retrofit installations.



High Rise

For vertical properties with a vogue standard, consider an upscale modern collection that stands out from the rest. Designed with the panache of a luxury sportscar, this AGA Mercury features HiFi-style cooking dials and six finish options, including ivory pictured here.



Luxury Home

For those with scrupulous tastes, get the status of a La Cornue at a surprisingly affordable cost. The CornuFé is where the love for French cooking begins.



THE MIDDLEBY DIFFERENCE

A COAST-TO-COAST NETWORK

Support is all around you. With 7 distribution hubs across North America and over 3,500 dealer locations, Middleby Residential is ready to assist whenever you need us.



 FULFILLMENT CENTERS



SEAMLESS SUPPORT

Our friendly customer service team is only a phone call or email away to answer any questions you may have. You'll also have complete accessibility to resources for fast information, such as order status, product consultation, spec sheets, installation guides and more.

WORRY-FREE WARRANTY

Backed by Middleby, we are uniquely positioned to offer you an iron-clad commitment to service parts and technical support that others simply can't match.



the MIDDLEBY RESIDENTIAL KITCHEN

The kitchen has never been a mere utility to put food on the table. It's the hub of home activity, and homeowners expect comfort, convenience and beauty to be designed into today's kitchens. Breathe life into your home with lifestyle-focused products that make you grateful for the place you call home.

BRAND VARIETY

There's a Middleby Residential kitchen product to match any personality, whether it's double wall ovens for the avid baker or a fully-fitted gourmet kitchen fit for a chef. Outfit your kitchen with the tools you need to live the life you want.

We can help you create a harmonized space fit for any wish list, one with flexible functionality for many years to come.

RESEARCH & DEVELOPMENT

Another exclusive benefit to working with Middleby Residential is our commercial expertise. Products from Middleby are endorsed by top chefs around the world and found in 97% of service chains in the United States, and are in 1 out of 3 restaurants in the world. We share this tried-and-true brain trust across both sides of our business, resulting in cleverly engineered residential products that perform up to professional standards and stand the test of time.



The Viking Distinction

Since becoming part of Middleby, Viking has created over 100 new innovative and award-winning products.

- 2017 Architectural Digest Great Design Award
- #1 Quality Rating Among Luxury Brands¹
- Most Recognized Brand²
- First Choice of Affluent Consumers⁴
- Best of KBIS 2016 People's Choice Award Kitchen Winner
- Architizer A+ Awards Winner
- Good Design Award Winner
- One of America's Most Beloved Brands³
- Best Gas Range from Good Housekeeping

¹Hanley Wood's Builder Brand Use Study 2017

²Hanley Wood's Builder Brand Use Study 2017 — #1 Cooking Brand Familiarity

³Harris Poll EquiTrend® 2015

⁴Dwell Insights Group Survey





the VIKING 7 SERIES



GOLD LEVEL PRICING

The Most Innovative Range in Viking History

The ultra-premium Viking 7 Series offers restaurant-caliber performance for passionate home chefs unlike any other range on the residential market.

AT A GLANCE:

- 36" and 48" models available in all gas and dual fuel
- Variable cooking control from delicate simmer to powerful 23,000 BTU burner
- Elevated surface burners with reliable SureSpark™ ignition system
- Largest self-cleaning convection dual fuel oven in the industry with the fastest preheat time and largest bi-directional fan for maximum airflow and even cooking
- 7 finishes: Stainless Steel, Black, White, Graphite Gray, Apple Red, Burgundy and Cobalt Blue
- Complementary products available to mix and match a full suite, including built-in refrigeration, French door ovens, ventilation, dishwashers and undercounter refrigeration





the VIKING 5 SERIES



SILVER LEVEL PRICING

The Icon of Viking Cooking

The original professional products for the home, the Viking 5 Series prompted the beginning of a culinary revolution, transforming aspiring gourmands into veritable chefs.

AT A GLANCE:

- 30" models available in gas, dual fuel, electric or induction
- 36", 48" and 60" models available in all gas or dual fuel
- Variable cooking control from delicate simmer to powerful 18,500 BTU burner
- Exclusive sealed burners and cooktop design for easy cleaning and superior performance
- Patented convection system eliminates need to preheat
- 7 finishes: Stainless Steel, Black, White, Graphite Gray, Apple Red, Burgundy and Cobalt Blue
- Complementary products available to mix and match a full suite, including built-in refrigeration, built-in ovens, ventilation, dishwashers and undercounter refrigeration





the VIKING VIRTUOSO SERIES



SILVER LEVEL PRICING

The Contemporary Side of Viking

Viking's first integrated series, the Viking Virtuoso collection of transitionally designed appliances is built with equal parts beauty and brawn.

AT A GLANCE:

- 30" single and double electric built-in ovens
- 30" and 36" touch control induction cooktops
- 30" electric warming drawer
- 36" built-in wall hood
- 30" combi steam oven
- Matches 36" built-in Viking 7 Series refrigeration and complementary dishwasher
- Black glass panel options in single and double built-in ovens and warming drawer





the VIKING 3 SERIES



BRONZE LEVEL PRICING

Style That Fits In. Performance That Stands Out.

The Viking 3 Series offers sleek styling and robust features in universal sizes.

AT A GLANCE:

- 30" standard footprint available in electric, gas self-clean and dual fuel
- 5 sealed burners with a variety of BTU ratings and SureSpark™ ignition system
- Convection oven engineered for consistent results
- 3 finishes: Stainless Steel, Black and White
- Also available: single and double built-in ovens, microwave oven and hood and other complementary 3 Series products to complete a kitchen suite



LA CORNUE

The La Cornue Distinction

La Cornue ranges have always represented a celebration of all that is glorious about France and the French culinary tradition. They exhibit timeless style and summon an expression of truly refined taste.

- Meticulously handcrafted with time-honored French design to last generations
- Creator of the world's first convection oven
- Pioneered the custom-color option for ranges
- Deemed "the chef's stove", La Cornue is found in most of the great culinary schools
- Considered the leader in bespoke products for the luxury home

LACORNUEUSA.COM





LA CORNUE

the LA CORNUE CHÂTEAU



DIAMOND LEVEL PRICING

The Crown Jewel of French Cooking

The Château Series commands respect and admiration in any kitchen. Made to order exclusively in France, each range is the embodiment of a specific owner's vision.

AT A GLANCE:

- Sizes range from a charming 30" to a stately 71"
- Customizable cooktops with unlimited possibilities, from all induction to all gas and everything in between
- Patented vaulted cast iron ovens available in gas or electric to suit every cooking style
- Over 8,000 configurations, colors, finishes and measurements
- Complementary cabinetry, ventilation hoods, rotisserie and accessories also available





LA CORNUÉ

the LA CORNUÉ CORNUFÉ



SILVER LEVEL PRICING

A La Cornue for Every Taste.

The CornuFé Series offers a La Cornue for those who have high culinary standards, but do not need the size and customizations of the Château Series.

AT A GLANCE:

- Easy-to-install slide-in range
- High-performance, five-burner gas cooktop
- 12 finishes and multiple trim options
- 90 cm and 110 cm models available, featuring one or two multifunction ovens and 7 unique cooking modes
- Complementary ventilation hoods also available





The AGA Distinction

The AGA Designer Collection is more than head-turning style – it's the opus of culinary ingenuity.

- One of the top 3 design icons of the 20th century by the BBC
- #1 most recommended luxury appliance brand according to Luxury Brand Institute
- New Mercury Range hailed for its exquisite precision by Reviewed.com
- Better Homes and Gardens awarded AGA as one of the Top 30 Most Innovative Products for smart function, seamless style and cutting-edge technology
- AGA ranges have a European efficiency rating of an A or higher

AGA-RANGES.COM



PHOTO CREDIT: JODI MOCKABEE



t h e A G A M E R C U R Y



GOLD LEVEL PRICING

Polished Cooking Precision

With finely tuned performance, the stately AGA Mercury integrates contemporary details, like a sleek zero-clearance façade and Hi-Fi style cooking controls. Multiple ovens offer a generous 6 cubic feet of cooking capacity, giving complete flexibility to simultaneously cook meals.

AT A GLANCE:

- Available in dual fuel or the largest induction option you can find today
- Generous 5-burner gas cooktop and precise temperature control
- Interlocking cast iron grates provide versatile, easy-to-clean cooking surface
- Glide-out broiler, true European convection oven and 7-mode multifunction oven
- Exclusive internal air-flow system for long-lasting performance
- 6 finishes: Stainless Steel, Ivory, White, Matte Black, Gloss Black and Midnight Sky
- Complementary kitchen suite available to match, including French door refrigerator, dishwasher and vent hood





AGA

t h e A G A E L I S E



SILVER LEVEL PRICING

Provençal Style

With ornate detailing inspired by the French, the AGA Elise brings a touch of cultured nobility to a spectrum of kitchen styles.

AT A GLANCE:

- Dual fuel and the largest induction range option available
- Cook multiple dishes at three different temperatures, simultaneously
- Large European convection oven, a spacious 7-mode multifunction oven and a Glide-Out™ Broiler System
- Exclusively engineered internal air flow system for enduring performance
- 6 finishes: Stainless Steel, Ivory, White, Matte Black, Gloss Black and Midnight Sky
- Complementary kitchen suite available to match, including French door refrigerator, dishwasher and vent hood





the
MIDDLEBY RESIDENTIAL
STANDOUTS

There are creative ways to bring appliances into the home and outdoor space—practical additions that customize home ownership for a more convenient and enriching experience. We consider how people live and entertain in their homes to bring new meaning and functionality to the common pursuit to live well.

REFRIGERATION
& ENTERTAINING

With a full line of options for the entire home, undercounter refrigeration products add instant cold-storage convenience to a kitchen island, enhance the vibrance and fun of a downstairs bar and refresh a home fitness room. Take comfort to a new level with premium wine refrigerators, beer dispensers, ice machines, undercounter beverage centers, freezers, refrigerated drawers and other preservation solutions.

OUTDOOR
KITCHENS

Expand entertaining outside the home with outdoor kitchens that beautify the backyard and blend seamlessly with interior spaces. Engineered with professional-cooking performance to rival restaurant-quality products, these products are built to endure elements like high temperatures, pelting rains and thick humidity.



Right Product. Right Place. Right Temperature. Since 1962.

For over five decades, U-Line continues to be a leader in innovation, quality, and value in the premium modular ice making, refrigeration, and wine preservation market.

U-Line creates products focused on functionality, style, and inspired innovations – paying close attention to even the smallest details. Applications include residential, outdoor, ADA height compliant, and marine.

Complete product categories include Wine Captain® Models, Beverage Centers, Clear Ice Machines, Crescent Ice Makers, Glass and Solid Door Refrigerators, Drawer Models, Freezers, and Combo® Models. Our advanced refrigeration systems, large and flexible capacities, and clean integrated look allow you to preserve the right product, in the right place, at the right temperature.

All products are designed, engineered, and assembled in Milwaukee, Wisconsin, USA, and select products are available worldwide.



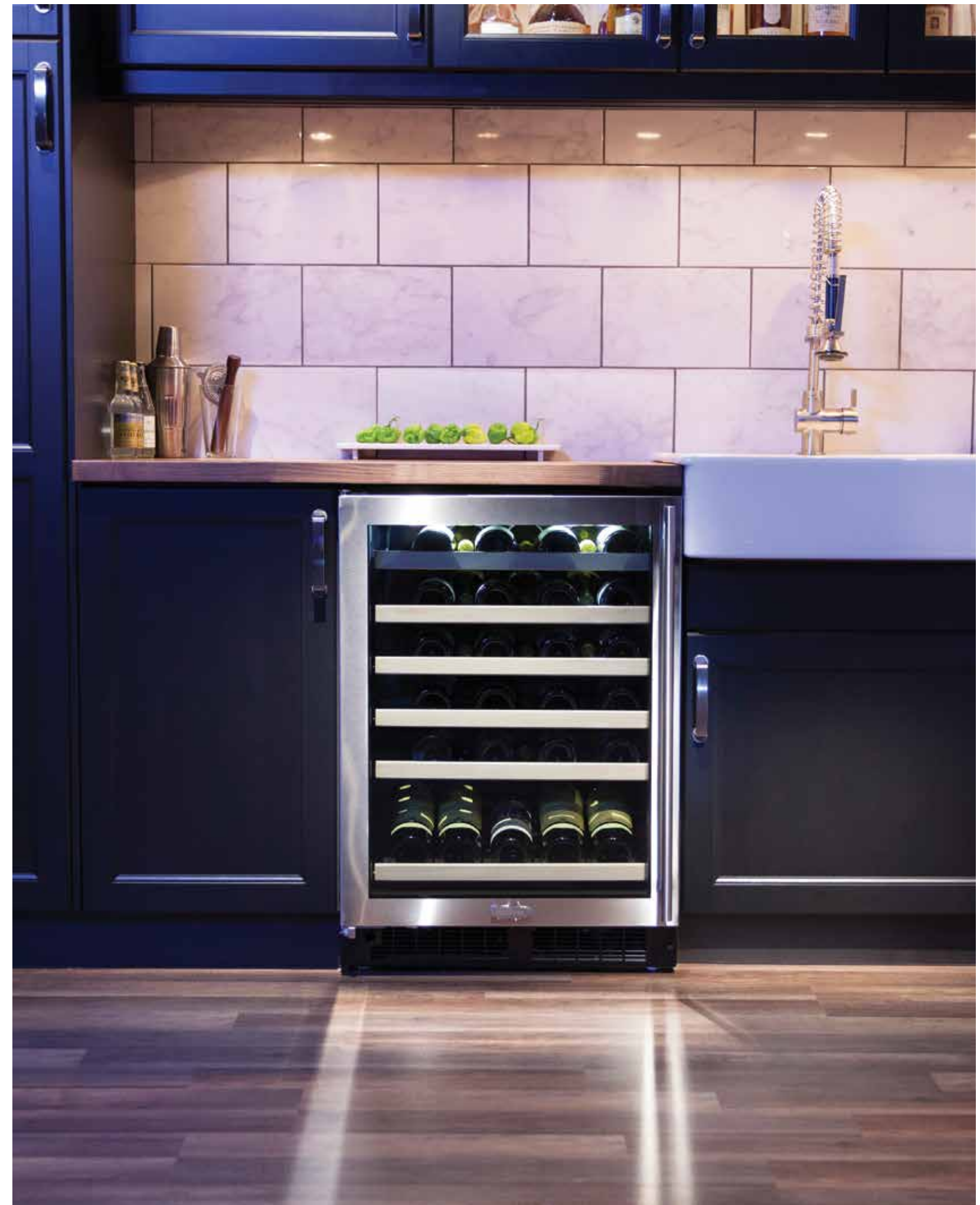


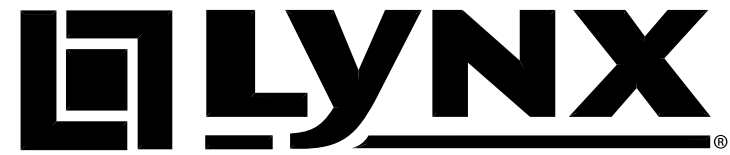
The Marvel Distinction

When you choose Marvel, you're choosing 125 years of American handcrafted quality from one of the longest-standing refrigeration companies. It's the brand found in world-class sports stadiums, luxury hotels and homes across North America.

- Developed the first foamed-in-place refrigerator to improve operating efficiency and energy conservation
- Introduced the first black interior for wine refrigerators and beverage centers
- Largest line of ENERGY STAR® certified undercounter refrigeration
- 2015 ADEX Platinum Award Winner for Design Excellence - Marvel Beer Dispenser
- 2015 ADEX Gold Award Winner - Marvel Professional Beverage Refrigerator
- Handcrafted in the USA

MARVELREFRIGERATION.COM





The Lynx Distinction

Lynx is more than a grill, it's a state of mind.

Born in Southern California, Lynx is rooted in a mix of stunning geography, idyllic weather, stylish people, and healthy, adventurous cuisine. It's only natural that a superior outdoor suite of cooking equipment would come from here.

Built to exacting standards, Lynx grills are designed to withstand all conditions as the heart of the outdoor kitchen.

- Proprietary welding technique ensures each corner is seamless with no gaps for residues to collect
- Unparalleled safety features embedded within FLAMETRAK™ technology
- All Trident Grill delivers unrivaled temperature range and control
- Smart Series products incorporate WiFi connectivity, online notifications and a seamless user interface
- My Chef operating system monitors cooking times and temperatures
- Made in California

LYNXGRILLS.COM





SEDONA BY LYNX™ SERIES



SILVER LEVEL PRICING

Easy Excellence.

The Sedona by Lynx™ Series is always evolving to be the best at something new. With refined features, your clients will relish in a grilling experience that's both simple and stunning. Whether cooking fusion cuisine or time-tested favorites, the Sedona by Lynx™ Series helps create sensational results.



LYNX PROFESSIONAL SERIES



GOLD LEVEL PRICING

Powerful Capabilities. Precision Control.

Unrelenting attention to detail and a passion for innovation are what fostered the stunning features that define the Lynx Professional Series. Meticulous hand-crafted excellence results in impressive cooking mechanics beneath a trademark stainless steel gleam. For those clients accustomed to tasting the best that the world has to offer, give them the Lynx Professional Series.





LYNX OUTDOOR KITCHENS



SILVER LEVEL PRICING

The Complete Outdoor Kitchen.

When all the elements to complete your outdoor dining scene are in order, you'll find that it's a space your clients will want to spend your time—time and again. With refrigeration, storage, sinks and cocktail stations and more, your clients can dine under the stars and never once have to make a trip inside.



LYNX SPECIALTY COOKING



GOLD LEVEL PRICING

Customize the Outdoor Dining Experience

A kitchen is more than a cook-top or a grill. It's the point around which entertaining revolves. All of the Lynx Specialty Cooking products are crafted around the lifestyle they provide with thoughtfully designed features and intelligent engineering. Create a fully stocked outdoor kitchen with everything from professional burners to warming drawers. Take it up another level with a Napoli Outdoor Oven™ capable of baking at 700°F, or an Asado Cooktop to cook Asian and fusion dishes that could only be made indoors before.



MIDDLEBY RESIDENTIAL *the* LUXURY BRAND PORTFOLIO



FIND OUR PRODUCTS AT THESE PRESTIGIOUS PROPERTIES:

- JDL: No. 9 Walton (18 penthouses in Chicago, IL)
- Related Group: Carnegie Park (339 condos in NYC)
- C.C. Homes: Canarias (250 homes in Miami, FL)
- Island House (400 condos in Roosevelt Island, NY)
- Michael Harris Homes: Symphony Park at Strathmore (112 townhomes in Bethesda, MD)
- Manhattan House in Upper East Side (74 condos in NYC)
- Toll Brothers: Eisenhower Square (82 homes in Alexandria, VA)
- Toll Brothers: Maxwell Place on the Hudson (25 townhomes in Hoboken, NJ)
- Childress Klein: Element Music Row (30 penthouse apartments in Nashville, TN)
- Childress Klein: Museum Tower (25 penthouse apartments in Charlotte, NC)
- Camden Homes: Reynolds Plantation (20 homes in Eatonton, GA)
- Riverstone Development: The Reserve (20 homes in Lake Keowee, NC)

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