



2021 VIKING DISPLAY PROGRAM

Every Viking Dealer must display a minimum of 12 pieces of Viking 7-, 6-, 5- and 3-Series Product; plus (1) Viking Outdoor Grill on a cart as defined below. New products when available, like the Viking 7-Series Column Refrigeration are included in this 12-piece minimum.

DISPLAY PRODUCT REQUIREMENTS

Viking 7 Series

- 36" or 48" Range
- French Door Oven
- Hood
- Built-in 84"h Refrigerator/Freezer or Columns

Viking 5 Series

- 36" or 48" Range
- VDWU524SS Dishwasher
- VGSU Gas cooktop
- VRT rangetop
- VICU induction cooktop
- Triple Stack (Micro/Combi-Oven/Warming Drawer) (3 pieces total)
- VCWH5 Hood
- VWH5 Hood
- Built-in 84" h Refrigerator
- Under-counter Refrigerator

New Products

- SingleTurboChef® Oven - *requires 50 AMP circuit will be required for LIVE demos*
- Column Refrigerators and Freezers (Viking 7-Series)
- Garden Chef Herb Growing Cabinet

Outdoor

- New VQGF Viking 5 Series Freestanding Grill on a cart (1 piece)
- Built-in Display (optional)
- New Viking Side Burners, Power Burner, Warming Drawer (optional)

VIKING 3 SERIES PRODUCTS

- 30" RVGR/RVDR or RVER Range
- OTR Microwave Hood/or RVCH Hood
- VDWU324SS
- RVRF3361S Freestanding Refrigerator - *with Built-in Trim kit*

All models must be current, displayed in fixtures/cabinets and neatly maintained.

DISPLAY PRODUCT DISCOUNTS

Orders for display per requirements above and terms and conditions below may be purchased with the following discounts. Purchase Orders must note "for display" and will require Middleby Residential Sales V.P. approval.

PRODUCT LINE	NET 30 TERMS
Viking 5, 6 and 7-Series*	35%
*Viking 7-Series Ltd Edition Rose Gold Ranges	0%
Viking Line (3-Series) & GCV Garden Chef	20%
Viking Outdoor	35%
Viking Accessories	10%

DEMO BURN UNIT DISCOUNT¹:

Viking 5-, 6- & 7-Series Cooking Products*	50%
*Viking 7-Series Ltd Edition Rose Gold Ranges	0%
Viking TurboChef® Double Oven	35%
Viking Outdoor Grill	50%

¹Demo product(s) are defined as cooking products installed fully live and used for regular product demonstration purposes. Non-cooking products such as ventilation, downdrafts, grill carts and other accessories do not qualify for the extra burn unit discount. All burn units must be installed per Viking Installation Instructions and be approved in advance by Middleby Residential Sales V.P.



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DISPLAY PRODUCT INVOICE TERMS

- Net 30 Open Account: Terms of Net 30 on approved credit.

ADDITIONAL DISPLAY PROGRAM TERMS AND CONDITIONS

- In return for Display Discount, Dealer agrees that display product(s) purchased will remain on display on Dealer's floor for a minimum period of twelve (12) months.
- If display product(s) are sold off floor within twelve (12) months of purchase, Dealer must replace with product(s) purchased at Regular Dealer Cost.
- Display product(s) sold off Dealer floor must be sold "as is" cosmetically (no cosmetic warranty). This must be clearly stated on the retail invoice.