



November 17, 2023

RE: Viking 7 series Refrigeration pricing and lead time updates

Dear Authorized Viking Dealer,

With great pride and enthusiasm, we announce two significant changes affecting the Viking 7 Series Refrigeration. The Viking team has made great strides in both reducing lead time and achieving a more competitive price point for this indispensable product category.

PRICING: Effective 1/1/2024, the UMRP selling price on all 7 Series Refrigeration will be reduced by an average of 30%. This welcome news comes after spending the past few months evaluating and optimizing the supply chain and production capacity in our Greenwood facility.

LEAD TIME: Additionally, lead times will be reduced to an average of 5-8 weeks on new orders placed after 1/1/2024. Current lead times have been running an average of 9-12 weeks, and we are proud to be able to meet market demand in a more competitive manner beginning in January.

An updated price list reflecting the reduction in 7 Series Refrigeration costs will be made available via the Dealer Portal as well as emailed to you by Rose Dickson. Below is a snapshot of select SKUs with the adjusted pricing:

MODEL	DESCRIPTION	UMRP Jan 1, 2024	MSRP Jan 1, 2024
	Pro Refrigeration		
FBI7360WR	36"W. 7 Series Bottom Freezer	\$12,939	\$13,849
FBI7360WL	36"W. 7 Series Bottom Freezer	\$12,939	\$13,849
FRI7300WR	30"W. 7 Series All Refrigerator - Custom Panel	\$9,869	\$10,559
FRI7300WL	30"W. 7 Series All Refrigerator - Custom Panel	\$9,869	\$10,559
FFI7300WR	30"W. 7 Series All Freezer - Custom Panel	\$9,869	\$10,559
FFI7300WL	30"W. 7 Series All Freezer - Custom Panel	\$9,869	\$10,559
FRI7240WR	24"W. 7 Series All Refrigerator - Custom Panel	\$9,739	\$10,419
FRI7240WL	24"W. 7 Series All Refrigerator - Custom Panel	\$9,739	\$10,419
FFI7240WR	24"W. 7 Series All Freezer - Custom Panel	\$9,739	\$10,419
FFI7240WL	24"W. 7 Series All Freezer - Custom Panel	\$9,739	\$10,419
FFI7180WR	18"W. 7 Series All Freezer - Custom Panel	\$9,599	\$10,269
FFI7180WL	18"W. 7 Series All Freezer - Custom Panel	\$9,599	\$10,269

Going forward, all 7 Series refrigeration products will be sold as custom panel units; both stainless and painted door options will also be included in the amended price list. While this will reduce the overall number of SKUs, all configurations remain available under the 7 Series refrigeration category.

While the new prices go into effect on January 1, 2024, we will accept orders at the lower price for new display units and consumer orders to be delivered after 1/1/24, starting on 11/20/2023.

We hope that these welcome changes effectively convey our commitment to the market and specifically to you as our dealer partners. Viking remains dedicated to building quality products in a timely manner as we enter 2024 and we look forward to continued growth together.

Thank you for your continued support of Viking and Middleby Residential. We wish you and your family a fabulous Thanksgiving and early Holiday Season.

Scott Grugel

President Middleby Residential