



PRODUCT ANNOUNCEMENT

Bulletin Number – Viking-04**Date: December 18, 2023****This bulletin contains information on the following topics:**

- 2024 Viking Pricing, Promotions and SKU Adjustments

Viking 2024 Pricing Adjustments and Promotions

- Effective January 15, 2024, Viking will reduce UMRP on additional core SKUs, including some of our top-selling products from the 5-Series and 7-Series cooking lines. This adjustment aligns our pricing with the current market trends and reflects our commitment to providing you and our customers with exceptional value.
- This decision follows extensive efforts to streamline our supply chain process, resulting in reduced lead times and significant improvements at our manufacturing facilities. We are pleased to confirm that our cooking lead times will remain competitive, ensuring a seamless experience for our customers.
- The revised pricing will be applicable to all new orders placed after January 15. While formal price sheets will be distributed shortly, we wanted to share this exciting news with you at the earliest opportunity.
- In terms of promotional programs, we are happy to inform you that the BOGO program will continue into the new year, offering Viking customers continued value opportunities for savings. However, please note that all other promotions will conclude on December 31, 2023.

Viking Discontinued Model Numbers and Descriptions

- VSOC530SS 30" Steam/Convection Oven
- VCIH53608SS 36"W./18"H. Chimney Island Hood-Stainless
- VCIH54208SS 42"W./18"H. Chimney Island Hood-Stainless
- VCIH55408SS 54"W./18"H. Chimney Island Hood-Stainless
- VCIH56608SS 66"W./18"H. Chimney Island Hood-Stainless
- VCCI3608SS Duct Cover for 36"W. VCIH Hoods-Stainless
- VCCI3609SS Duct Cover for 36"W. VCIH Hoods-Stainless
- VCCI3610SS Duct Cover for 36"W. VCIH Hoods-Stainless
- VCCI4208SS Duct Cover for 42"W. VCIH Hoods-Stainless
- VCCI4209SS Duct Cover for 42"W. VCIH Hoods-Stainless
- VCCI4210SS Duct Cover for 42"W. VCIH Hoods-Stainless
- VCCI5408SS Duct Cover for 54"W. VCIH Hoods-Stainless
- VCCI5409SS Duct Cover for 54"W. VCIH Hoods-Stainless
- VCCI5410SS Duct Cover for 54"W. VCIH Hoods-Stainless
- VCCI6608SS Duct Cover for 66"W. VCIH Hoods-Stainless
- VCCI6609SS Duct Cover for 66"W. VCIH Hoods-Stainless
- VCCI6610SS Duct Cover for 66"W. VCIH Hoods-Stainless
- VBUI5151GSS 15"W. Refrigerated Beverage Center-Stainless
- VURE515GSS Glass Refrigerator 15" Reversible Hinge Stainless
- VURE524GSS Glass Refrigerator 24" Reversible Hinge Stainless
- VUBV515GSS Beverage Center 15" Reversible Hinge Stainless
- VUBV524GSS Beverage Center 24" Reversible Hinge Stainless
- VUWC515GSS Wine Captain 15" Reversible Hinge Stainless
- VUWC524GSS Wine Captain 24" Reversible Hinge Stainless



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Viking Discontinued Model Numbers and Descriptions (Continued)

- VWHO3678SS 36"W./18"H. Outdoor Wall Hood-Stainless
- VWHO4878SS 48"W./18"H. Outdoor Wall Hood-Stainless
- VWHO6078SS 60"W./18"H. Outdoor Wall Hood-Stainless
- DCWO36SS 36"W. Outdoor Duct Cover-Stainless
- DCWO48SS 48"W. Outdoor Duct Cover-Stainless
- DCWO60SS 60"W. Outdoor Duct Cover-Stainless
- VBI7360WR** 36"W. 7 Series Bottom Freezer - Right Hinge
- VBI7360WL** 36"W. 7 Series Bottom Freezer - Left Hinge
- VRI7300WR** 30"W. 7 Series All Refrigerator - Right Hinge
- VRI7300WL** 30"W. 7 Series All Refrigerator - Left Hinge
- VFI7300WR** 30"W. 7 Series All Freezer - Right Hinge
- VFI7300WL** 30"W. 7 Series All Freezer - Left Hinge
- VRI7240WR** 24"W. 7 Series All Refrigerator - Right Hinge
- VRI7240WL** 24"W. 7 Series All Refrigerator - Left Hinge
- VFI7240WR** 24"W. 7 Series All Freezer - Right Hinge
- VFI7240WL** 24"W. 7 Series All Freezer - Left Hinge
- VFI7180WR** 18"W. 7 Series All Freezer - Right Hinge
- VFI7180WL** 18"W. 7 Series All Freezer - Left Hinge

**Stainless Steel (SS), White (WH), Alluvial Blue (AB), Arctic Gray (AG), Black Forest Green (BF), Bywater Blue (BW), Cast Black (CS), Cypress Green (CY), Damascus Gray (DG), Frost White, (FW) Kalamata Red (KA), Pacific Gray (PG), Reduction Red (RE), Slate Blue (SB), San Marzano Red (SM), Vanilla Cream (VC)

Viking SKU Additions

- CKVBIWH—This will replace CKVBI and has updated design to integrate better with 7 Series Refrigeration
- 7 Series Ref door panels – Previously Announced
- VIJSB2/VIJPB – Insulated Jackets for the Side Burner and Power Burner
- RVIC Cooktops – More information on this exciting new product in future bulletin

New Viking Pricing

The Viking Picture Price book is currently being updated and will be posted on the Viking Dealer Portal as soon as it is completed.

The Excel file that reflects all the changes in this bulletin can be found here: [2024 Viking Pricing](#)