



December 15, 2023

RE: Additional Viking Pricing Adjustments – Cooking & More

Dear Valued Viking Dealers,

As we approach the festive holiday season, we trust that you are preparing for joyful celebrations and eagerly anticipating the arrival of the New Year. Following up on our previous communication dated November 17 regarding the price reduction of our 7-Series Refrigeration, we are delighted to share more positive news with you.

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.

We trust that you will appreciate the more competitive pricing we are introducing and share in our anticipation of successful 2024. On behalf of Viking, thank you for your continued partnership, and Middleby Residential looks forward to serving you with enhanced value and quality products in the coming year.

Wishing you the happiest holiday season,

Scott Grugel

President, Middleby Residential