

Boiling Point



Marketing Communications Update

Welcome to the May 6, 2008 edition of the Viking Boiling Point.

Media



Print

Print coverage of all Viking product lines remained strong throughout December and included more than 150 print articles. The ad value of this coverage is more than \$3.3 million. Following are highlights:

Better Homes and Gardens (April 2008) – The “Hot Stuff” section features the Viking outdoor range.

Better Homes and Gardens Beautiful Homes (Summer 2008) – The “Beautiful Kitchens” special section, titled “Our Favorite Feature: The Pro-Style Range,” lists the Viking 48”W. range in cobalt blue as “An American dual-fuel classic.”

Family Circle (April 2008) – The “My Hometown” section, titled “Greenwood, MS”, profiles a family and their town, shows a Viking kitchen inside Viking headquarters. J. Beck writes, “The Viking Range Corporation has its headquarters right in town. Mary Kathryn had her birthday party at Viking’s cooking school...It’s a great place for family activities.”

InCircle Entrée (Summer 2008) – The special insert, titled “The Art of Giving: Distinctive Gifts – Treat Yourself or Someone Special,” shows the Viking two-piece cheese knife set.

In the Mix (Vol. 15 Spring 2008) – An article about the partnership between the Ritz Carlton and Viking Range Corporation, titled “A Recipe for Success,” shows a full Viking kitchen.

NWA World Traveler (March 2008) – The special insert, “Spotlight on Mississippi” and article titled “Mississippi’s Mightiest Start-Ups,” highlights Viking Range Corporation. Writer Michael Graber says “Thanks to Carl’s company, Greenwood has transformed into a destination for foodies from around the world.”

Media

Sunherald.com (April 4, 2008) –The article “Viking Range Wins Award,” recognizes Viking Range Corporation’s accomplishments in the state of Mississippi. T. Smith writes, “A Mississippi corporation with a worldwide reputation for excellence has received the Governor’s Exporter of the Year Award.”

Veranda (April 2008) – The “Outdoor Living: Kitchens” section, titled “Gourmet Grilling: Cooking Alfresco,” shows the full Viking professional series outdoor kitchen in stainless steel finish, featuring the outdoor range.”

The Wall Street Journal (March 29-30 2008) – An article about the latest trends in kitchen colors, titled “Kitchens by Crayola: Cabinets, Appliances Offer More Ways to Make a Loud Personal Statement.” Writer J. Fletcher writes, “Viking Range earlier this year more than doubled the color options for its ranges and refrigerators, bringing the total to 24, including Sage and Golden Mist. Viking’s St. Charles Cabinetry unit has followed suit with metal cabinets in matching colors.”

If you would like copies of any of these articles, please call Angela Miller at Fleishman Hillard, 404.739.0144.

Television

Television continues to be a great medium for editorial coverage of Viking products, including both the Professional and Designer Series.

- The Food Network – We are continuing to work with the Food Network on a variety of shows.
- Viking has been featured on the following shows:

Viking provided a rangetop for the episode of “The Rachael Ray Show” on Ice in Bryant Park. Rachael cooked on a Viking rangetop placed in a block of ice. Thanks to Delia for helping make this product placement a success!
www.rachaelrayshow.com

Extra has started to promote Food February on their Web site. They have included clips of the segments that have taken place in the kitchen. You can view these segments at http://extratv.warnerbros.com/food_february/

Please note this is not the virtual kitchen tour that they are still working on.

Films

Look closely and you can see Viking products in some of the biggest films in theatres!

Successful and single businesswoman Kate Holbrook has long put her career ahead of a personal life. Now 37, she’s finally determined to have a kid on her own. But her plan is thrown a curve ball after she discovers she has only a million-to-one chance of getting pregnant. Undaunted, the driven Kate allows South Philly working girl Angie Ostrowski to become her unlikely surrogate.... Hilarity ensues. Watch for the full Viking kitchen!

www.babymamamovie.net

Media

Advertising

Look for Viking consumer ads in *Food & Wine*, *Saveur*, *Southern Accents*, and *Elle Décor*.

Be sure to visit the Viking Image Engine for up-to-date photography of Viking products. With the images arranged by category, it is an excellent way to see what is available for any specific product.

Please contact Michelle Hill at The Ramey Agency for any photography or advertising needs at 601-898-8921 or mhill@tra.net.

News



News

Global Warming
by Renuka Rayasam
April 11, 2008

American ambassadors in hardship posts get a comfort in the kitchen—coveted, pricey Viking ranges.

An embassy posting in Kabul, Afghanistan, or Conakry, Guinea, may be important, but it definitely lacks the glamour—and material comforts—of a position in Paris or Rome. Diplomats in so-called hardship posts are sometimes lucky if they can get electricity running continuously to power their homes. But they are given one amenity that their more pampered peers lack: the same pricey appliances that grace the kitchens of Martha Stewart and Oprah Winfrey.

Most of the 371 ambassadorial residences the United States has around the world get white Westinghouse ranges for their kitchens. Just 20, including Accra, Ghana, and Tashkent, Uzbekistan, have high-end, professional-style Vikings. The more brutal the conditions, the more likely the ambassador is to get one of the Mississippi-made ranges.

The ranges, which cost \$4,000 and up at retail versus \$400 for the more standard models, aren't frivolous fittings, say State Department staffers. "The kitchen is not some beautiful gorgeous thing that you would see in a magazine," says Darlene Martin, interior space planner at the Bureau of Overseas Building Operations, a U.S. State Department office that builds and designs embassies and residences. "It's utilitarian."

Entertaining plays a significant role in global diplomacy—at gatherings and parties, lips are loosened, relationships are built, and deals get done. U.S. ambassadors generally host several social events a week, from intimate dinners with key officials to Fourth of July bashes with hundreds of guests.

Media

In Freetown, Sierra Leone, U.S. Ambassador June Carter Perry hosts at least three major events a month, plus many more breakfasts, lunches, and dinners, in a home run entirely on generators. "Infrastructure is bleak," says Danna Van Brandt, the embassy's public affairs officer, via email. Catering is not available. Yet "for special occasions, traditional American fare must be included, like Thanksgiving turkeys, which present a challenge to normal kitchen equipment in Sierra Leone."

Turkeys aren't the only challenges that personnel operating the ranges face in hardship posts. The appliances tend to run on non-U.S. voltages and spend much of the day on generators. Climates can be extreme. If something breaks down, repairs and spare parts can be impossible to come by.

About five or six years ago, Martin began getting more requests from embassies for commercial ranges, the heavy-duty kind used in restaurants, because some of the standard models had given out before planned events. But such ranges weren't meant to be used in homes. "Staffers don't really understand intricacies in a kitchen," Martin says. "They could be potentially burning the house down."

An avid cook, Martin took a personal interest in finding an alternative. At a trade show, she discovered several American companies that make tough stoves, including Wolf Appliance. But only Viking was willing to work within the State Department's budgetary restrictions and complicated logistics.

In 2008, the State Department's budget for the furniture, furnishings, and other residence design elements held steady at \$5.8 million. Most residences end up costing about \$150,000, with draperies often the highest expense, says Gail Jackson-Johnson, an interior designer at the Bureau of Overseas Building Operations. Everything has to look picture-perfect, since an embassy or a residence may be a guest's first glimpse of the United States.

A 36-inch Viking range, which heats up in minutes and has a warming drawer to help with entertaining, retails in the U.S. for \$6,000; the U.S. government gets it for about 20 percent less, says Kimberly Benson, vice president of San Diego-based Cange International, which handles Viking's exports.

About six years ago, Benson began meeting with State Department officials to get their exact specifications and sent packets of detailed information on the equipment to embassies. The company sends ranges to a domestic inspection point for State Department officials to approve before the appliances are sent off on their global mission. Because the ranges tend to travel to tough-to-reach areas, there are no local distributors and Viking must handle all the shipping. The company is willing to make the effort because it realizes the high-profile nature of being in a U.S. Embassy, Benson says. (Because Cange manages the relationship, Viking referred all questions to Benson.) The stoves are bound to be noticed by distinguished guests.

So far, none of the Viking ranges have broken down, and they have only required a handful of replacement parts, according to Martin.

In Baku, Azerbaijan, chef Yuriy Bragin says via email that he uses a Viking to prepare all meals for Ambassador Anne Derse and her family. The embassy also holds about 15 events a month at the residence, including performances by American musicians and dinners with senior government ministers. Before the Viking arrived three years ago, Bragin says, it was tough to cook the various components of a meal simultaneously for a large number of guests.

He can now make enough gravy for 180 people in just 40 minutes. The speed at which the Viking range heats up also helped when he found out about a visitor's dietary restrictions at the last minute. "The Viking enabled me to quickly prepare individual dishes and avoid any awkward moments in which other guests would eat while one or more guests sat without a meal," says Bragin. Diplomatic crisis averted.

Design Relations



Design Relations

We have learned that St. Charles Cabinetry has been named one of the 100 Best New Products for 2008 by Professional Builder magazine. The 100 Best New Products recognizes the most significant new products introduced each year. The magazine emphasizes innovation and new technology, while highlighting manufacturers who are investing in research and development.

The 100 Best New Products will appear in the June issue of the magazine. Please note that this information is embargoed until after June 1, 2008.

Best Practices



Distributor Best Practices

We want everyone to know the great things that you have going on in your showrooms, cooking schools, etc. So please share with us your best practices or ideas of any kind you feel have merit and should be shared. We'd love to hear from you!

Please contact LeAnne Gault at Viking with all of your triumphs at 662.451.1705 or lgault@vikigrange.com

Distributor	Best Practice	Image/description
Delia	Delia has built this piece to announce the Viking Design Guide to their dealers and DSM.	View Brochure
Milestone	Promoting chef alliances to promote sales!	View Brochure
Milestone	Cool spiffs programs	View Flyer
Milestone	"Hot off the Range" promotes Viking colors, Milestone events and Viking product placements!	View Newsletter

Viking Events



Events

We know that our distributors sponsor some amazing events across the country and around the world. Viking sponsors some pretty swell shindigs as well. Here you will find a sampling of spectacular events we're all involved in. [Click here for more events vikingrange.com](http://vikingrange.com)

Nantucket Wine Festival

Nantucket, Massachusetts
May 4-18, 2008

Over the past 11 years the Nantucket Wine Festival has blossomed into one of the region's most celebrated wine and food events. This year's event, sponsored by Viking, will be staged entirely in the heart of downtown Nantucket, making all the events within walking distance, including the Festival's most celebrated event – the Grand Tasting. [More.](#)

Auction Napa Valley

Napa Valley, CA
June 5-8

Auction Napa Valley, a Napa Valley signature event, is an incredible fundraiser that brings together the best Napa Valley has to offer while providing for the community's healthcare, housing, and youth services non-profits. Sponsored by Viking, this weekend offers above and beyond wine classics, luxury items, jet-setter travel, and once-in-a-lifetime experiences that span the globe.

Viking Events

The James Beard Foundation Awards

New York City, NY

June 8

The James Beard Foundation Awards are the nation's preeminent honors for culinary professionals. More than 60 awards are given out each spring in the categories of cookbooks, restaurants and chefs, design and graphics, broadcast media, journalism, and achievement. Nominees and award winners are selected by their industry peers, with more than 600 culinary professionals involved in the voting process. Viking is the title sponsor of the James Beard Foundation Media Awards, which will be held Friday, June 6, 2008.

Park City Food and Wine Classic

Park City, UT

June 10-13

Sponsored by Viking, the Park City Food and Wine Classic features the finest in food, wine, and entertainment. This three-day event features wine tastings and pairings, gourmet dinners, educational seminars and culinary competitions. This is a rare opportunity to meet owners, winemakers and senior representatives from wineries around the globe. Whether you are an experienced wine lover or a novice, this is the wine event for you.

Telluride Wine Festival

Telluride, Colorado

June 26-29, 2008

Telluride, a place where the mountains meet the sky, where rough meets refined, and where the hottest chefs, wineries, and sommeliers will gather to celebrate the wonderful world of food and wine. Sponsored by Viking, this four-day celebration of food and wine should not be missed.

The Viking Life



Spain

September 26 - October 4, 2008

Cutting edge is the word for Spain these days. Whether we're talking about food, wine, or architecture, what's happening in Spain is complex, exciting, and innovative — it is a rich source of new ideas, ingredients, and flavors.

In September we will journey on a fast-paced, but extensive tour of Catalonia and the Basque Country, to see why and how Northern Spain is captivating American audiences with dazzling invention. We will visit star-studded restaurants, markets both ancient and modern, an experimental olive oil producer, pioneering wineries, tapas bars in historic city centers, and some up-to-the-minute buildings that are setting the world of modern architecture on fire.

Spain has always been a country of strong, seductive flavors - rich, red pimenton, saffron, cumin, and some of the finest and most flavorful olives and olive oil in the Mediterranean. But the Iberian peninsula also offers succulent fresh seafood from both the Atlantic and the Mediterranean, the finest dry-cured hams in the world, an enormous variety of sausages, wild mushrooms, fresh vegetables, spectacular tapas, and an ancient, yet innovative wine tradition that garners praise from consumers and critics alike.

Our tour will take us to Barcelona, one of Europe's most vibrant cities, to the dramatically beautiful Priorato wine-growing region and the olive plantations of Borges Blancas. Next will be the cool, green Basque country where there are more three-star restaurants per capita than in any other city in Europe. The final stop on this fantastic culinary journey will be in Rioja, where some of Spain's greatest wines are born.

Green Facts



The Green Scene

Viking offers 18 models of ENERGY STAR qualified refrigerators and freezers.