

## PRODUCT QUESTIONS

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### General

- How many people do you typically cook for?
- Do you entertain often? What type of entertaining? Large parties or intimate gatherings?
- Does your kitchen design preference lean toward contemporary or traditional?
- What do you like about your current \_\_\_\_\_(PRODUCT)?
- Is there anything you would change about your current appliances?
- What's one kitchen/cooking feature you use every single day?
- What is the most important characteristic or feature of your next kitchen?
- Do you already have specific floor plans or sizes determined?
- What design features are you incorporating into your new kitchen?
- What excites you most about your "remodel" or "new kitchen"?
- Have you already decided where you'll purchase your Sub-Zero and Wolf?

### Refrigeration

- Do you purchase bottled water or pay for a water filtration system?
- Where do you typically shop for your groceries? How often do you shop?
- Do you purchase your food in bulk or local/farm-fresh from the farmers market?
- Have you ever seen ice crystals on your produce or top shelf items?
- How much energy does your current refrigerator consume?
- Have you ever noticed that the foods in your freezer omit unique smells?
- How long does produce and fruit last in your current refrigerator?
- How often do you prepare food/meals in advance?

### Cooking

- What is your comfort level with gas cooking? Are you currently cooking on gas or electric?
- Is safety a concern?
- Do you make a lot of sauces or soups that require a simmer?
- Have you ever had your food boil over – rice, pastas, etc.?
- Do you cook with large pots and pans? Or have a preference?
- How long does it typically take for you to prepare and cook dinner for the family? Would you like to get better results in a shorter time frame?
- Wouldn't you like to defrost frozen meat without changing the texture, color and flavor of the food?
- How often to prepare food/meals in advance?
- Do you like the results you're getting from your microwaved leftovers?
- Do you typically cook on multiple racks?
- Do you prefer to cook proteins, veggies?
- Do you like the idea of making an entire meal in 20 minutes?
- How many burners do you usually cook with?
- How often do you use a temperature probe when cooking meats?

- Would you prefer a more versatile cooking surface?
- Is self-cleaning an important feature to you?
- Do you find it challenging to provide a quality meal with your busy schedule?
- Do you prefer a fresh meal each night or do you reheat leftovers?
- How do you typically reheat leftovers?
- What meals do you cook most often? What do you enjoy cooking?
- What is your favorite recipe to cook?
- Have you had a chance to cook with our products?
- Do you enjoy steaming vegetables?
- How often do you reheat meals/food?
- Do you strive to eat healthy?
- Do you enjoy spending time with your guests while entertaining?
- How many plates can fit in your current microwave?
- Would you like to eliminate the need for a microwave?
- Do you ever bake your own bread?
- Are you familiar with convection?
- Do you like the convenience of self-cleaning?
- Would you like to have precision cooking for your meats & poultry that you're preparing?
- How often do you prepare food with more than one method?
- What type of oven do you have now?
- What features do you like and dislike about your current oven?
- Would it save you time to cook multiple items at the same time?
- Are you interested in control over your cooking?
- Have you ever experienced uneven cooking & baking with casseroles, cookies, etc.?
- Are you concerned with safety and burning your hand on the stove?
- Are you familiar with induction?
- Are you limited to electric only in your kitchen?
- How quickly do you boil water on your cooktop today?
- Do your kids/family help you cook?
- What type of pots & pans do you typically use when cooking?
- Are precision and speed important to you in cooking?
- Do you want an easy clean-up process on your cooktop?
- Is exact temperature control important to you?
- Are you looking to have more counter space / work area to prepare food?
- Is saving energy while cooking important to you?
- How many people typically help you cook?
- What is most important to you while cooking meals?
- Are you comfortable cooking?
- How often are you cooking & preparing multiple dishes?
- Do you ever wish your oven could tell you exactly how to cook a roast?
- Does a large pizza fit into your current oven?

## Wine Storage

- Have you ever had a wine cork dry out?
- How often do you have to recork your wine?
- Do you prefer reds or whites?
- Are you a wine collector?
- Where do you like to discover new wines?
- Are you concerned with humidity to preserve your wine bottles?
- Have you ever had a (special) bottle of wine go bad?
- Do you know what the enemies of wine are?
- Do you know the best conditions for wine preservation?
- How often do you entertain?
- Where are you currently storing your wine?
- Do you prefer white or red wine?

## Dishwasher

- Do you currently have to towel dry some of your dishes/glassware?
- Can you take your dishes/glassware from dishwasher to shelf?
- Do you wash dishes before loading the washer?
- Is saving water and energy important to you?