



Contact:
Martine Larson
Carmichael Lynch Spong
(612) 375-8522
Martine.Larson@clynch.com

Amana Brand Matches Refrigerators to Lifestyles

BENTON HARBOR, Mich. (Dec. 4, 2008) — Responsible for a number of refrigerator “firsts,” including the first French door, bottom mount, and side-by-side configurations, the Amana brand is a pioneer in refrigeration. As such, the brand has some helpful tips for selecting refrigerators by personalized household needs.

“An important thing to consider before purchasing a new refrigerator is interior capacity or cubic feet of storage space,” said Eric Johnson, general manager, Amana brand. “A good rule of thumb is eight cubic feet of fresh-food storage for every two people plus an added cubic foot for each additional person. For freezer storage, the recommendation is four cubic feet for every two people plus two extra cubic feet for each additional person.

Amana brand points out that interior capacity is simple guideline, but it is also important to consider individual lifestyle when shopping for a new refrigerator.

The Single Life

Buying produce can be a major challenge for those who live alone; after all, it’s rare to find a half-head of lettuce or a quarter bunch of broccoli. Forced to buy in larger portions, which could spoil before completely consumed, singles today should consider crisper drawers with humidity control to keep fruits and vegetables fresher longer.

In addition, a recent NDP research report found that while 53 percent of American households eat frozen meals, one-person households consume the majority of frozen dinners. Many of today’s bottom-mount refrigerators include drawers and bins, offering singles organized and easy freezer access.

Active Families with Kids

For busy, on-the-go families, access is everything. A side-by-side refrigerator with an external ice and water dispenser will be accessible and keep the cold air inside of the refrigerator.

Families with toddlers or elementary school-aged children should look for models that offer spacious storage for leftovers as well as sippy cups and juice boxes. For families purchasing milk and juice by the gallon, a temperature-controlled compartment may be helpful. For instance, the Amana brand in-door Beverage Chiller™ holds up to two one-gallon-sized plastic jugs and keeps beverages up to four degrees cooler.

Bulk or Farmers Market Shoppers

Certain lifestyles call for additional fresh- and frozen-food storage space. For example, those who frequently entertain will benefit from additional refrigeration space for serving platters. A standalone freezer serves gardeners who freeze the season's produce, farmers market shoppers and those who buy in bulk. With this approach, the main refrigerator and freezer is reserved for more perishable food items.

About Amana

Established in 1934, Amana has a history of designing innovative cooking, dish, laundry and refrigeration household appliances. An industry leader with many firsts under its belt — the first countertop microwave, first bottom-freezer refrigerator and first side-by-side refrigerator, to name a few — Amana was put on the map as a brand dedicated to bringing practical, smart features to consumers' lives. Amana brand is part of the Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion, more than 73,000 employees, and more than 69 manufacturing and technology research centers around the world. For more information on Amana brand appliances, visit www.amana.com.

###