



Feb, 2014

Magic Chef Corp

Magic Chef® Story

 **Magic Chef®** has supplied right products to brand target customers under the slogan of "SO RIGHT AT HOME" for the last 85 years since it was established in 1929.

How even SMALL restaurants can get
**MENU VARIETY
AT LOW COST!**



**THE NEW
Magic Chef
DEEP FAT FRYER**

Here's the inside story:
The new Magic Chef Deep Fat Fryer is a revolutionary new fryer. It's the only fryer that gives you a wide variety of menu items at a low cost. It's the only fryer that gives you a wide variety of menu items at a low cost. It's the only fryer that gives you a wide variety of menu items at a low cost.

\$218.00

See it at your gas company or Magic Chef dealer.

It's Brand New!



GREATEST Magic Chef YET!

See it at your gas company or Magic Chef dealer.

It's Brand New!



GREATEST Magic Chef YET!

automatic — beautifully streamlined and so efficient

Magic Chef Corp

Magic Chef® History

Brand Heritage

- 1929 American Stove Company established
- 1950 American Stove changed its name to “Magic Chef”
- 1986 Maytag acquired “Magic chef”
- 2006 Whirlpool acquired Maytag
- 2010 CNA Int’l, Parent company of Magic Chef Corp acquired “Magic chef”



Magic Chef Corp



BRAND SLOGAN

“SO RIGHT AT HOME” – The value of reliable kitchen appliance with a history of more than 80 years

BREADTH PLAYER

- **Newly married couples, people newly organizing their own spaces...MAGIC CHEF goes along with all of new starts.**
- **MAGIC CHEF goes along with new start after retirement.**

BRAND PROMISE

- **MAGIC CHEF supplies products that fit into budget to consumers looking for reliable products.**
- **MAGIC CHEF promises reliable, indispensable, versatile and valuable products.**

Magic Chef Corp



Ingredient

AUDIENCE

UP & COMERS, BUDGET CONSCIOUS MOMS, ACTIVE SENIORS

TRIGGERS

LOW PRICE

**EYE
CATCHING**

**IMPULSE
FEATURE**

TRUST

PILLARS

Easy to use

Easy to clean

**Trusted
Performance**

Value Price

 **Magic Chef®**

Market data

MAGIC CHEF Brand Recognition

When researching shoppers within top 3 retailers, over 57% consumers were already aware of the Magic Chef Brand.

Detailed Retail Research Results

<u>Brand</u>	<u>Awareness</u>
KitchenAid	71%
Hamilton Beach	70%
Sunbeam	67%
Magic Chef	57%
Rival	56%
Presto	52%
Cuisinart	48%
Proctor Silex	47%

**Research performed by Lieberman Research Worldwide

- Consumers recognize the Magic Chef Brand more than competition that plays in the same “Value” price segment .

MAGIC CHEF Product Line (US MARKET)

Quality Kitchen Appliances

- Kitchen Appliance of more than 80 year tradition
- Economical Value
- Customer Satisfaction



MWO, Wine Cooler, Household Ice Maker, Freezer, Refrigerator etc



Magic Chef® Market data

MAGIC CHEF Product Line (US MARKET)

- Small Appliance
- Home Appliance
- Kitchen Appliance



Magic Chef® Market data

MAGIC CHEF Sales Channel (US MARKET)

BIG BOX



CATALOG



CLUB



DEPARTMENT



DISCOUNT



ELECTRONICS



GENERAL



GROCERY



HARDWARE



INCENTIVE



MASS



ONLINE



Magic Chef® Market data

MAGIC CHEF Product Line (KOREA MARKET)

From good price points all the way to premium.



Dehumidifier, SXS Refrigerator, Freezer



- Infrared Ceramic Cooker
- Micro Wave Oven
- Wine Cooler
- Electric Grille
- Small Kitchen Appliance

Magic Chef® Market data

MAGIC CHEF Sales Channel (KOREA MARKET)

DEPARTMENT STORE



DISCOUNT MARKET



ONLINE MARKET

